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The Influence of it Affordance and Customer Engagement on Actual Purchase in Tiktok Live Commerce in Indonesia

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Abstract:

This research aims to analyze the influence of information technology affordability (IT affordance) on consumer behavior in live commerce on the TikTok application, with a focus on the role of customer engagement as an intervening variable. Using quantitative methods with a descriptive and survey approach, data was collected through questionnaires distributed online to 420 respondents who were users of the live shopping feature on TikTok. The analysis results show that various IT affordance factors, including visibility, meta voicing, guided shopping, trading, triggered attending, and social connecting, have a significant effect on consumer engagement (flow, trust, and interactivity). Furthermore, consumer involvement has been proven to influence purchase intention, which ultimately has an impact on actual purchases. The implications of this research provide insight for developers and business actors in designing more effective online sales strategies, taking into account the importance of interaction and trust in improving consumer experience and encouraging purchases on live commerce platforms. This research also provides a reference for further research to explore other factors that influence consumer behavior in the context of e-commerce.

Keywords: *Information Technology, Consumer Engagement, Live Commerce Tiktok*

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1. Introduction

The use of live commerce on social media has now changed the way online commerce is done and has made it easier for consumers to make purchases online. Live commerce on social media allows users to see and interact directly (Sun et al., 2019a). Live commerce includes unique features such as interactivity and authenticity (Li et al., 2018). As a new form of e-commerce, live commerce is a new type of social interaction platform that provides a way to promote sustainable products online. The way it works is by combining a stereo environment, preferential prices, diversified products, fast payment methods, and logistics services. comfortable, gives the best impression to consumers, and is able to stimulate consumer purchasing decisions (Liao et al., 2023). (Zhang et al., 2022) considers that live commerce changes consumer behavior which initially only has an interest in making purchases and leads to actual purchases.

Actual purchasing behavior is consumers' readiness and desire to purchase certain products or services (Sun et al., 2020). Purchasing intentions and habits can influence actual purchasing behavior. Research conducted (Saffanah et al., 2023) found that the factors that influence consumers in making actual purchases are the involvement and trust of users or consumers, which gives rise to behavior to make actual purchases. Actual purchasing is the act of purchasing a product or service on the spot, without prior planning or in-depth consideration. This is buying behavior carried out impulsively or spontaneously, often triggered by emotional impulses or urgent needs (Zhang et al., 2022). Post-purchase behavior is a stage in the buyer's decision-making process where consumers take further action based solely on consumer satisfaction or dissatisfaction. The level of satisfaction or dissatisfaction of a

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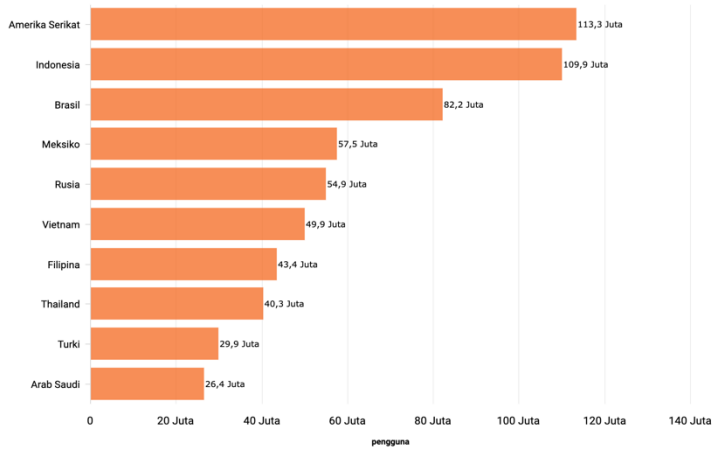
consumer is directly related to the difference in relationship with initial expectations (before purchase) and actual product performance (after purchase) in online shopping. Meanwhile, online shopping is purchasing goods or services directly from sellers using social media such as TikTok (Suarna, 2022).

TikTok evolved from a social media platform to live commerce TikTok. TikTok live commerce is a social media and e-commerce platform that provides live streaming features for business actors to sell and market their goods and services (Wang et al., 2022). In terms of marketing strategy, TikTok live commerce has provided a live streaming feature that is useful for reaching and interacting widely with consumers. This shows that most of the research conducted on social media changes consumer behavior trends in online shopping through streaming (Maharani et al., 2023). Therefore, the TikTok Shop platform has become a new trend for use as a social commerce tool (Moslehpour et al., 2022). Streamers or sellers in TikTok live commerce have used this feature to promote products that have their own characteristics and uniqueness in providing product information, as well as special offers during live broadcasts so that consumers can interact by posting messages via the comments column (Keel & Nataraajan, 2012) .

Users of the social media platform TikTok in Indonesia were recorded at 109.9 million users. This data shows that the TikTok social media platform is a popular platform in Indonesia as in Figure 1.



Gambar 1. Pengguna Tiktok di Indonesia

Source: Katadata.co.id in 2023 (Tiktok users in Indonesia)

There are many opportunities in the Indonesian TikTok market due to the high number of daily active users. Initially TikTok was popular only because of short videos and entertainment, but over time the TikTok application not only contains creative videos, but has become one of the live streaming platforms that is in great demand today. Not only that, Tik Tok users are also an important factor in the development of live streaming shopping platforms, which illustrates the level of user attention to the platform. Live streaming shopping is a new trend that combines e-commerce and social media, where consumers who watch it can directly buy it online. Users who watch live streaming shopping or are interested in real-time shopping are usually interested in products offered in real-time (Sheng & Yang, 2022).

The presence of the live streaming shopping feature on Instagram social media is an alternative solution for business actors in an effort to build consumer trust when shopping online. With live streaming shopping, business actors are indirectly able to present a shopping atmosphere in front of consumers, in this case live streaming shopping viewers (Azhari & Hasanah, 2023). The live feature on social media allows business people to offer products in real time, and can provide detailed information about the product (product knowledge), answer consumer questions or interact with consumers within a limited time. Live streaming shopping allows individuals to broadcast video and audio of an event to viewers over the internet in real time (Lee et al., 2021).

Based on researchers' observations, with the presence of the live streaming shopping feature in the Tiktok application, the perception of sellers and consumers has changed from traditional shopping which only sees photos or images of products, now consumers and sellers can directly communicate, and

consumers can also directly see the shape and details of the products being offered. by sellers via live streaming on the Tiktok application. Thus, it can be said that sellers can indirectly build trust in consumers when shopping online. And indirectly, live streaming shopping has created a real time shopping atmosphere through the use of the live streaming shopping feature in the Tiktok application. With the availability of the live streaming shopping feature on the Tiktok application, consumers do not need to leave the house to go to a shop or shopping center to do shopping such as fashion, namely clothes, accessories, shoes and others. Consumers only need to watch the seller via live streaming shopping, they will be able to see directly the details of the products offered by the seller and can even communicate in real time.

Previous research has identified several characteristics of live streaming shopping that influence consumer purchasing behavior (Wongkit Rungrueng & Assarut, 2020) in their research showing that customer trust and involvement can influence customer purchasing decisions. (Cai & Wohn, 2019) analyzed how experience and interactivity as stimuli felt by customers influence customer purchasing decisions. (Sun et al., 2019) shows that the level of social commerce technology's ability to make it easier for users to complete the actual purchasing process or action and direct customers to make purchases has a positive effect on purchasing behavior and purchase intention.

Research on the theme of consumer behavior regarding actual purchases during live streaming shopping in Indonesia is very rare. This is the reason why the S-O-R (stimulus organism response) framework is used as a framework in this research. First, recently the S-O-R model has been widely used in research related to consumer behavior in online shopping (C. C. Chen & Yao, 2018; Liu et al., 2016). Second, this theory is very comprehensive in terms of presenting an interdisciplinary model with other theories (Fang et al., 2021). This research also adopts theory in research (Sun et al., 2019) with the aim of determining the influence of IT affordance which consists of six sub-dimensions, namely visibility, metavoicing, triggered attending, guided shopping, social connecting, and trading (Dong & Wang, 2018) and engagement which consists of three sub dimensions, namely flow, trust and interactivity (Ma et al., 2022; Tuncer, 2021) towards consumer behavior which consists of two sub dimensions purchase intention and actual purchase (Saffanah et al., 2023).

2. Theoretical Background

Live Streaming in Social Commerce

Social commerce is a form of electronic commerce that uses social media platforms as a means of communication and engagement to facilitate and enhance the online shopping and purchasing experience (Turban et al., 2018). Live-streaming commerce is a relatively new business model that combines social commerce, online buying and selling made possible by developments in mobile communications technology in recent years (Todd & Melancon, 2018). Live-streaming commerce significantly increases interactivity ((Kang et al., 2021; Xue & Liu, 2023)) because live-streaming commerce enables multidimensional commerce in real-time.

Live-streaming commerce is the newest social commerce that includes high levels of human interaction and technology. This technology uses one or more communication systems that can instantly transfer video and audio to other devices, locations, and areas that allow users to feel presence (Chen & Chang, 2021). A recent study has provided new insights into live-streaming commerce, explaining consumer engagement through different values, namely utilitarian, hedonic, and symbolic values (Wongkitrungrueng & Assarut, 2020). In contrast, other researchers have discussed the perspectives of users' intrinsic and extrinsic motivation, which influence broadcasters' intention to broadcast live broadcasts (L. Zhou et al., 2022). At the same time, several other researchers have examined the influence of consumer perceptions and design aspects of live streaming on consumer purchase intentions (Ho and Yang, 2015; Chen and Lin, 2018)

Stimulus Organism Response (SOR)

Teori S-O-R (Stimulus Organism Response) dikemukakan oleh Hovland pada tahun 1953. Teori ini bermula dari ilmu psikologi kemudian diterapkan pada ilmu komunikasi karena objek psikologi dan komunikasi, yaitu manusia tersusun dari komponen-komponen sikap, opini dan persepsi (sikap yang berkaitan dengan wawasan atau pemahaman), keterikatan (sikap yang berkaitan dengan perasaan) dan kognisi (sikap yang berkaitan dengan tindakan). Premis utama teori ini adalah bahwa penyebab perubahan perilaku bergantung pada kualitas stimulus yang berinteraksi dengan organisme (media) (Tuncer, 2021).

Model S-O-R (Stimulus Organism Response) menunjukkan bahwa komunikasi merupakan proses reaksi-aksi. Dengan kata lain, teori ini menyatakan bahwa kata-kata tertentu, sinyal non-verbal, simbol merangsang orang lain untuk bereaksi dengan cara tertentu. Model S-O-R (Stimulus Organism Response) bisa bersifat positif atau negatif. Misalnya, ketika seseorang tersenyum dan mereka membalas senyumannya menandakan respons positif, namun ketika mereka memberikan respon yang acuh tak acuh, ini menunjukkan respons negatif (Zhang et al., 2022).

(Chen & Yao, 2018) fokus model komunikasi S-O-R (Stimulus Organism Response) adalah lebih menekankan pada pesan yang disampaikan untuk menumbuhkan gairah pada penerima (komunikator) pesan tersebut. Oleh karena itu, terdapat tiga unsur utama dalam model komunikasi itu, yaitu: pesan (stimulus; S), komunikasi (organ; O) dan efek (respon; R). Hal ini terlihat pada diagram berikut:

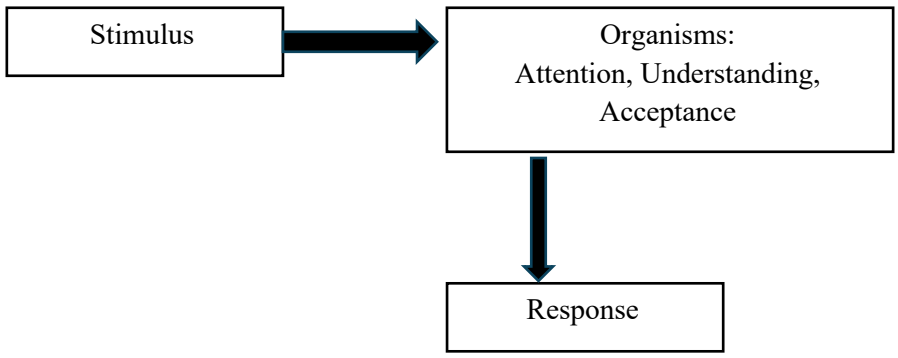


Figure 2. S-O-R Communication Model (Dong et al., 2016)

Information Technology Affordability (IT Affordance)

The affordability theory of information technology (IT affordance) states that the affordability of a technology can influence user behavior (Bygstad et al., 2016). In addition, according to (Parchoma, 2014) states that affordance is the relationship between individuals and their understanding of the environment, whereas according to (Cabiddu et al., 2014) affordance is a representation based on the possibility of user behavior interacting on social media. Against the background of online shopping, several researchers divide IT affordances into six affordances, namely visibility, metavoicing, triggered attending, shopping guidance, social contacting, and trading ((Dong & Wang, 2018). The concept of affordances is often used to understand the relationship between IT and social practice (Dong & Wang, 2018) examines how the IT functions of social commerce platforms build strong and weak ties between customers and sellers. In social commerce, affordances come from the relationship between customers and IT features (Dong & Wang, 2018). customers use and discover live shopping services, they will form a perception or opinion about the service.

Customer Engagement

Customer engagement has been broadly defined as a state of mind, a type of behavior, and a type of psychological process. Customer engagement according to (Kang et al., 2021) is defined as a kind of emotional connection between customers and brands. As a state of mind, customer engagement can be

generated by customer experience. (Wongkit Rungrueng & Assarut, 2020) have indicated that live streaming can facilitate customer engagement. Therefore, the author believes that the concept of customer engagement can be applied to live shopping. However, because customers have different reactions to psychological or behavioral involvement in various marketing communications, customer engagement measures must be contextually appropriate (Cao et al., 2022). For example, applying a specific research context to define television advertising customer engagement as a second order variable that includes presence and immersion. Because live streaming is a real-time social media, the definition of customer engagement in previous research may not apply to live commerce (Cao et al., 2022).

Consumer Behavior

According to (Ma et al., 2022) consumer behavior is the study of how individuals, groups and organizations choose, buy, use, dispose of goods, services, ideas or experiences to satisfy or fulfill their needs and desires. According to Peter and Olson (2008), the American Marketing Association (AMA) defines consumer behavior as a dynamic interaction between influences and thoughts, behavior and the environment where people make trade-offs in their lives. In other words, consumer behavior includes thoughts and actions in the consumption process. Consumer behavior is dynamic because consumer thoughts, feelings, actions, consumers in general are always changing. Meanwhile, according to Schiffman and Wisenblit (2015), consumer behavior is the study of consumers' actions when they search for, use and evaluate goods and services that they hope will satisfy their needs.

3. Methodology

Based on the objectives of the research, this research is quantitative research. Quantitative research uses instruments (data collection tools) that produce numerical data. This research uses a descriptive method with a survey approach. This descriptive method aims to describe the nature of something that was taking place when the research was conducted and examine the causes of a particular symptom. Descriptive research with a survey approach is used to measure existing symptoms without investigating why these symptoms exist. The survey conducted by researchers in this study used a questionnaire distributed online to respondents regarding the research topic, namely the perception of the influence of information technology affordability (IT affordance) and consumer involvement (customer engagement) on actual purchases (customer behavior).

Population and Sample

The population in this research is all Indonesian people who use the live streaming shopping feature on the Tiktok application. Because the population size is not known with certainty. In determining the sample, researchers will use a sampling technique, namely purposive sampling. According to (Cooper & Schindler, 2014) purposive sampling is a technique for randomly selecting participants based on certain unique characteristics. with the following criteria: (1) social media users of the TikTok application, (2) users who are Indonesian citizens, (3) users who have shopped online via the live streaming shopping feature on the TikTok application.

In determining the number of samples there are no specific provisions for determining the number of samples based on the number of indicators used in the research. However, there are several practical rules that are recommended, namely using the 5-10 respondent method for each indicator (Hair et al. 2017). The number of indicators used in this research was 42 items, so 42 x 10 = 420.

Based on the rules explained in the sample determination calculation, it is known that the sample in the study was 420 respondents

Data Analysis Techniques

The data analysis technique in this research is divided into two parts:

1. Descriptive Statistics
   Data is processed in the form of tables, graphs, median, mean, percentage and Respondent Achievement Rate (TCR), based on questionnaire responses. The TCR categories (Sugiyono, 2010) are: 81–100 (Very High), 61–80 (High), 41–60 (Medium), 21–40 (Low), and 0–20 (Very Low).
2. Inferential Statistics

Using SmartPLS software for Partial Least Square (PLS) analysis, which includes:

a) Outer Model: Measuring the validity and reliability of indicators against latent variables through convergent validity (correlation >0.70, tolerance 0.50–0.60), discriminant validity (cross loading), composite reliability (>0.7), and goodness of fit model (SRMR <0.08).
b) Inner Model: Estimating the structural model by assessing the R-squared value and statistical significance of the relationship between variables (t-statistic > 1.96 and P-value < 0.05 for α 5%).
c) Hypothesis Testing: Using bootstrapping for analysis without assuming a normal distribution and large samples (min. 30). The hypothesis is accepted if the T-statistic is >1.96 or P-value ≤0.05**.**

4. Empirical Findings/Result

Outer Model Analysis (Measurement Model)

The outer model is to determine validity and reliability by determining the relationship between latent variables and their indicators, or it could be said that the outer model defines how each indicator relates to its latent variable, which connects the indicator to its latent variable. There are several ways to measure this measurement model, including:

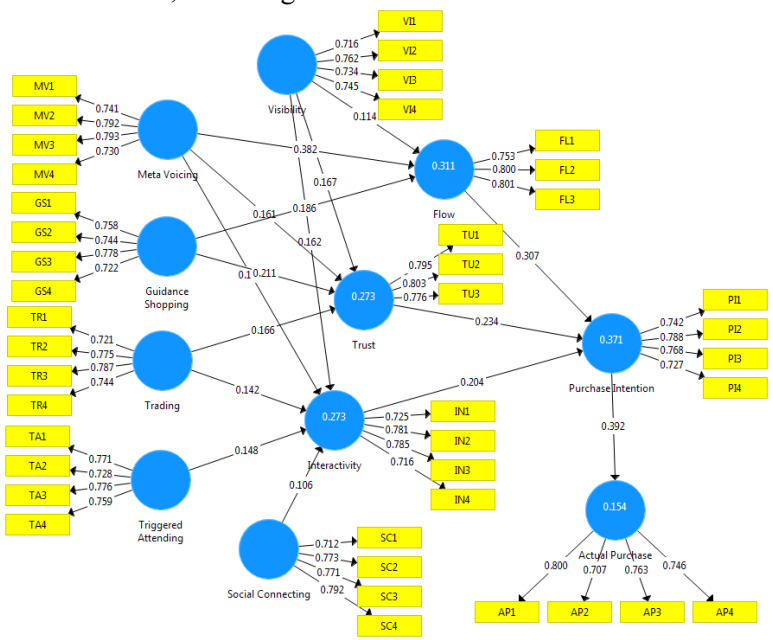


Figure 3. Outer Model Test Results

Convergent Validity

The convergent validity test is declared valid if the outer loading value is > 0.7 and AVE > 0.5. For discriminant validity, the square root of the AVE of each construct must be higher than the correlation with other constructs (Fornell & Lacker, 1981; Hair et al., 2014).

Table 1. Convergent Validity Test Results

Variabel	Item	Loading	AVE
Actual Purchase	AP1	0.800	0.569
	AP2	0.707	
	AP3	0.763	
	AP4	0.746	
Flow	FL1	0.753	0.616
	FL2	0.800	
	FL3	0.801	
Guidance Shopping	GS1	0.758	0.563
	GS2	0.744	
	GS3	0.778	
	GS4	0.722	

Interactivity	IN1	0.725	0.566
	IN2	0.781	
	IN3	0.785	
	IN4	0.716	
Meta Voicing	MV1	0.741	0.585
	MV2	0.792	
	MV3	0.793	
	MV4	0.730	0.573
Purchase Intention	PI1	0.742	
	PI2	0.788	
	PI3	0.768	
	PI4	0.727	
Social Connecting	SC1	0.712	0.581
	SC2	0.773	
	SC3	0.771	
	SC4	0.792	
Triggered Attending	TA1	0.771	0.574
	TA2	0.728	
	TA3	0.776	
	TA4	0.759	
Trading	TR1	0.721	0.575
	TR2	0.775	
	TR3	0.787	
	TR4	0.744	
Trust	TU1	0.795	0.626
	TU2	0.803	
	TU3	0.776	
Visibility	VI1	0.716	0.546
	VI2	0.762	
	VI3	0.734	
	VI4	0.745	

Source: Smartpls data processing for 2024

The results of table 1 show that all outer loading values are > 0.7 and AVE > 0.5, so that all research instruments are declared valid (Sekaran & Bougie, 2016).

Discriminant Validity

Table 2. Discriminant Validity Test Results

	Actual Purchase	Flow	Guidance Shopping	Interactivity	Meta Voicing	Purchase Intention	Social Connecting	Trading	Triggered Attending	Trust	Visibility
Actual Purchase	0.755										
Flow	0.096	0.785									
Guidance Shopping	0.071	0.411	0.751								
Interactivity	0.065	0.452	0.342	0.752							
Meta Voicing	0.084	0.515	0.478	0.402	0.765						
Purchase Intention	0.392	0.523	0.361	0.460	0.381	0.757					
Social Connecting	0.078	0.466	0.444	0.357	0.411	0.370	0.762				
Trading	0.055	0.358	0.414	0.364	0.433	0.335	0.391	0.757			
Triggered Attending	0.028	0.319	0.389	0.378	0.416	0.319	0.403	0.432	0.758		
Trust	0.081	0.528	0.420	0.499	0.399	0.498	0.356	0.366	0.234	0.791	
Visibility	0.072	0.333	0.377	0.359	0.393	0.337	0.403	0.261	0.337	0.353	0.739

Source: Smartpls data processing for 2024

The results of table 2 show that the square root of AVE for all constructs > the construct correlation value, so that this research instrument meets the criteria for discriminant validity.

Table 3. Cross Loading Test Results

	Actual Purchase	Flow	Guidance Shopping	Interactivity	Meta Voicing	Purchase Intention	Social Connecting	Triggered Attending	Trading	Trust	Visibility
AP1	0.800	0.078	0.065	0.070	0.072	0.351	0.059	0.002	0.070	0.103	0.072
AP2	0.707	0.036	0.017	-0.003	0.000	0.250	0.051	-0.005	0.046	0.018	0.064
AP3	0.763	0.060	0.048	0.046	0.083	0.289	0.058	0.034	0.026	0.064	0.075
AP4	0.746	0.111	0.077	0.075	0.089	0.280	0.067	0.057	0.018	0.046	0.004
FL1	0.098	0.753	0.349	0.313	0.411	0.388	0.401	0.270	0.271	0.368	0.276
FL2	0.073	0.800	0.281	0.357	0.391	0.410	0.367	0.215	0.247	0.382	0.270
FL3	0.056	0.801	0.336	0.391	0.410	0.432	0.330	0.265	0.323	0.490	0.240
GS1	0.024	0.327	0.758	0.261	0.348	0.274	0.323	0.334	0.315	0.305	0.286
GS2	0.070	0.287	0.744	0.275	0.320	0.273	0.338	0.259	0.278	0.312	0.320
GS3	0.057	0.330	0.778	0.222	0.388	0.288	0.333	0.284	0.280	0.354	0.262
GS4	0.062	0.286	0.722	0.276	0.378	0.246	0.343	0.291	0.380	0.285	0.267
IN1	0.009	0.386	0.306	0.725	0.298	0.326	0.312	0.263	0.267	0.413	0.292
IN2	0.019	0.366	0.254	0.781	0.318	0.365	0.274	0.306	0.248	0.420	0.296
IN3	0.093	0.340	0.260	0.785	0.353	0.361	0.268	0.292	0.324	0.347	0.248
IN4	0.076	0.263	0.208	0.716	0.234	0.330	0.218	0.276	0.254	0.320	0.246
MV1	0.088	0.361	0.296	0.293	0.741	0.236	0.338	0.302	0.277	0.292	0.324
MV2	0.097	0.396	0.392	0.325	0.792	0.359	0.307	0.358	0.332	0.290	0.270
MV3	0.012	0.419	0.414	0.293	0.793	0.289	0.313	0.325	0.370	0.319	0.299
MV4	0.061	0.396	0.353	0.319	0.730	0.278	0.300	0.285	0.340	0.318	0.309
PI1	0.216	0.460	0.347	0.367	0.365	0.742	0.270	0.264	0.316	0.413	0.309
PI2	0.266	0.439	0.306	0.416	0.331	0.788	0.364	0.306	0.319	0.408	0.287
PI3	0.310	0.359	0.220	0.329	0.239	0.768	0.219	0.207	0.160	0.362	0.193
PI4	0.401	0.319	0.215	0.273	0.213	0.727	0.260	0.183	0.212	0.322	0.225
SC1	0.077	0.280	0.423	0.208	0.335	0.239	0.712	0.329	0.300	0.213	0.358
SC2	0.011	0.343	0.320	0.286	0.287	0.253	0.773	0.296	0.248	0.250	0.324
SC3	0.090	0.340	0.301	0.288	0.290	0.307	0.771	0.308	0.327	0.301	0.282
SC4	0.066	0.441	0.340	0.293	0.351	0.321	0.792	0.306	0.321	0.308	0.285
TA1	-0.004	0.227	0.298	0.335	0.288	0.246	0.305	0.771	0.360	0.199	0.236
TA2	0.034	0.204	0.253	0.229	0.313	0.201	0.243	0.728	0.327	0.147	0.191
TA3	0.044	0.267	0.316	0.286	0.313	0.240	0.325	0.776	0.306	0.187	0.267
TA4	0.020	0.267	0.307	0.280	0.355	0.277	0.340	0.759	0.313	0.168	0.322
TR1	0.016	0.263	0.325	0.231	0.365	0.183	0.329	0.303	0.721	0.269	0.191
TR2	0.010	0.291	0.283	0.306	0.337	0.249	0.315	0.385	0.775	0.264	0.192
TR3	0.116	0.265	0.329	0.319	0.316	0.280	0.265	0.303	0.787	0.302	0.192
TR4	0.011	0.268	0.322	0.236	0.300	0.300	0.283	0.316	0.744	0.273	0.220
TU1	0.050	0.458	0.366	0.402	0.339	0.402	0.280	0.203	0.315	0.795	0.224
TU2	0.094	0.372	0.333	0.381	0.287	0.403	0.272	0.204	0.284	0.803	0.318
TU3	0.049	0.424	0.296	0.402	0.322	0.377	0.294	0.146	0.270	0.776	0.298
VI1	0.039	0.303	0.250	0.252	0.272	0.238	0.280	0.275	0.256	0.280	0.716
VI2	0.028	0.246	0.308	0.266	0.313	0.234	0.312	0.271	0.188	0.283	0.762
VI3	0.060	0.181	0.287	0.273	0.263	0.268	0.297	0.224	0.154	0.229	0.734
VI4	0.088	0.244	0.270	0.273	0.309	0.258	0.302	0.218	0.164	0.246	0.745

Source: Smartpls data processing for 2024

The results of the cross loading values show that each indicator has a higher loading score on its own construct, so that this research instrument meets the criteria for discriminant validity.

Reliability Test

Reliability testing uses Cronbach's alpha and composite reliability to measure data accuracy and consistency. Both values should be > 0.7, although 0.6 is still acceptable.

Table 16. Composite Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Information
Actual Purchase	0.749	0.841	Reliabel
Flow	0.688	0.828	Reliabel
Guidance Shopping	0.742	0.838	Reliabel
Interactivity	0.744	0.839	Reliabel

	Cronbach's Alpha	Composite Reliability	Information
Meta Voicing	0.763	0.849	Reliabel
Purchase Intention	0.751	0.843	Reliabel
Social Connecting	0.761	0.847	Reliabel
Trading	0.753	0.843	Reliabel
Triggered Attending	0.756	0.844	Reliabel
Trust	0.701	0.834	Reliabel
Visibility	0.724	0.828	Reliabel

Source: Smartpls data processing for 2024

Inner Model Analysis (Structural Model)

R Square Test

The R Square value ranges between 0 and 1, providing an illustration of the ability of exogenous constructs to explain endogenous constructs, with the corrected R Square providing a stronger assessment.

Table 17. R Square Test Results

Konsrtuk	R Square	R Square Adjusted
Actual Purchase	0.154	0.152
Flow	0.311	0.307
Interactivity	0.273	0.267
Purchase Intention	0.371	0.368
Trust	0.273	0.268

Source: Smartpls data processing for 2024

The test results in table 17 show the R Square Adjusted value: actual purchase 0.152, flow 0.307, interactivity 0.267, purchase intention 0.368, and trust 0.268.

Q Square Test

A Q Square value > 0 indicates the model has predictive relevance, while a Q Square value < 0 indicates the model is less predictively relevant. The following are the results of the Q Square test in this research:

Table 18. Q Square Test Results

Konsrtuk	(1-R Square)	Q Square
Actual Purchase	0.154	0.806
Flow	0.311	
Interactivity	0.273	
Purchase Intention	0.371	
Trust	0.273	

Source: Smartpls data processing for 2024

Based on table 18, the Q Square value of 0.806 shows that actual purchase, flow, interactivity, purchase intention, and trust have very strong predictive relevance.

Hypothesis Testing

Hypothesis testing using Bootstrapping calculations with a confidence level of 95% ($\alpha = 0.05$) produces a t-table of 1.96. If the t-statistic < 1.96, H0 is accepted; if the t-statistic ≥ 1.96, H0 is rejected. The following are the results of Bootstrapping calculations.

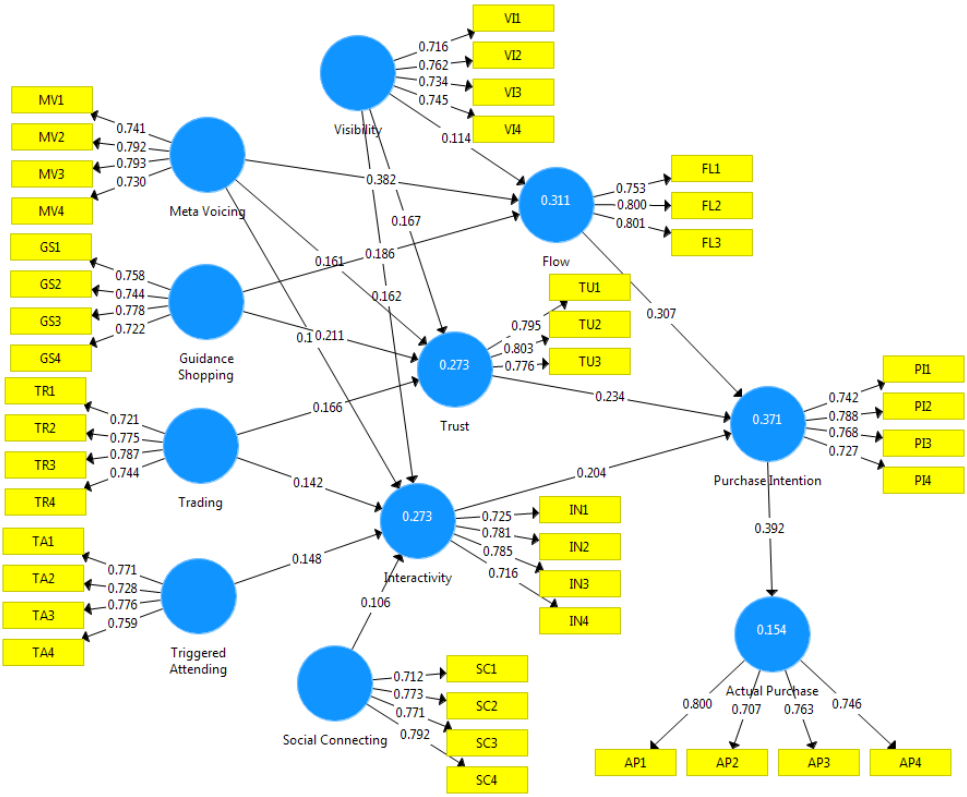


Figure 4. Hypothesis Test Results

The results of the bootstrapping analysis using SmartPLS are as follows:

Table 19. Hypothesis Test Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Visibility -> Flow	0.114	0.112	0.044	2.609	0.009
Visibility -> Trust	0.167	0.169	0.059	2.826	0.005
Visibility -> Interactivity	0.162	0.165	0.047	3.432	0.001
Meta Voicing -> Flow	0.382	0.382	0.059	6.481	0.000
Meta Voicing -> Trust	0.161	0.158	0.071	2.281	0.023
Meta Voicing -> Interactivity	0.172	0.170	0.056	3.061	0.002
Guidance Shopping -> Flow	0.186	0.189	0.058	3.186	0.002
Guidance Shopping -> Trust	0.211	0.214	0.059	3.582	0.000
Trading -> Trust	0.166	0.171	0.061	2.715	0.007
Trading -> Interactivity	0.142	0.141	0.047	2.996	0.003
Triggered Attending -> Interactivity	0.148	0.151	0.052	2.819	0.005
Social Connecting -> Interactivity	0.106	0.111	0.045	2.363	0.019
Flow -> Purchase Intention	0.307	0.307	0.047	6.517	0.000
Trust -> Purchase Intention	0.234	0.234	0.045	5.245	0.000
Interactivity -> Purchase Intention	0.204	0.207	0.048	4.271	0.000
Purchase Intention -> Actual Purchase	0.392	0.394	0.045	8.641	0.000

Source: Smartpls data processing for 2024

H1: Visibility -> Flow: T-statistic 2.609 > 1.96, P-value 0.009 < 0.05. Hypothesis accepted.

H2: Visibility -> Trust: T-statistic 2.826 > 1.96, P-value 0.005 < 0.05. Hypothesis accepted.

H3: Visibility -> Interactivity: T-statistic 3.432 > 1.96, P-value 0.001 < 0.05. Hypothesis accepted.

H4: Meta Voicing -> Flow: T-statistic 6.481 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.
H5: Meta Voicing -> Trust: T-statistic 2.281 > 1.96, P-value 0.023 < 0.05. Hypothesis accepted.
H6: Meta Voicing -> Interactivity: T-statistic 3.061 > 1.96, P-value 0.002 < 0.05. Hypothesis accepted.
H7: Guidance Shopping -> Flow: T-statistic 3.186 > 1.96, P-value 0.002 < 0.05. Hypothesis accepted.
H8: Guidance Shopping -> Trust: T-statistic 3.582 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.
H9: Trading -> Trust: T-statistic 2.715 > 1.96, P-value 0.007 < 0.05. Hypothesis accepted.
H10: Trading -> Interactivity: T-statistic 2.996 > 1.96, P-value 0.003 < 0.05. Hypothesis accepted.
H11: Triggered Attending -> Interactivity: T-statistic 2.819 > 1.96, P-value 0.005 < 0.05. Hypothesis accepted.
H12: Social Connecting -> Interactivity: T-statistic 2.363 > 1.96, P-value 0.019 < 0.05. Hypothesis accepted.
H13: Flow -> Purchase Intention: T-statistic 6.517 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.
H14: Trust -> Purchase Intention: T-statistic 5.245 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.
H15: Interactivity -> Purchase Intention: T-statistic 4.271 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.
H16: Purchase Intention -> Actual Purchase: T-statistic 8.641 > 1.96, P-value 0.000 < 0.05. Hypothesis accepted.

5. Discussion

The Effect of Visibility on Flow
Based on the results of the tests carried out, it shows that visibility has a positive and significant effect on flow, with a T statistic value of 2,609 > (1.96) and a P value of 0.009 < 0.05. These results can be concluded that hypothesis H1 is accepted. These results prove that the higher the level of ease of obtaining product information and the clarity of product information, the greater the involvement, interaction and trust of consumers in influencing consumer purchasing decisions in live commerce on the TikTok application.

These results are supported by research conducted (Xiong et al., 2023) which states that visibility affordance refers to the ease of obtaining product information and the clarity of product information in the context of consumer behavior in shopping on social media. Then the results of this research are also supported by (Ma et al., 2022) who stated that the level of product doubt and risk felt by consumers through the presentation of direct product visualizations, images and product descriptions. In this case, the host or streamer can display product images and relevant information. Consumers are more receptive to interactions with sellers who demonstrate accurate knowledge. Furthermore, this research is also in line with (Sun et al., 2020), live commerce makes it possible to send video and audio directly from one region to another. The fact is that buyers need more product information before making a purchasing decision.

The Effect of Visibility on Trust
Based on the results of hypothesis testing, it shows that visibility has a positive and significant effect on trust, with a T statistic value of 2,826 > (1.96) and a P value of 0.005 < 0.05. These results can be concluded that hypothesis 2 is accepted. This means that the higher the level of visibility in live commerce, the greater the level of consumer confidence in influencing purchasing decisions in live commerce on the TikTok application.

These results are in line with research conducted by (Sun et al., 2020) which states that consumers need more product information before making purchasing decisions. In this case, trust is very influential in influencing consumer purchasing decisions. (Zhou et al., 2023) in their research also states that trust is a very important factor in a business and establishing cooperative relationships over a long period of time.

The Effect of Visibility on Interactivity
Based on the results of hypothesis testing, it shows that visibility has a positive and significant effect on interactivity, with a T statistic value of 3,432 > (1.96) and a P value of 0.001 < 0.05. These results can be concluded that hypothesis 3 is accepted. This means that the higher the level of visibility in live commerce on the Tiktok application, the more interactivity will increase in influencing purchasing decisions in live commerce on the TikTok application.

These results are in line with research (Xue & Liu, 2023) which states that live commerce on the TikTok application allows sellers to increase their responsiveness regarding customer questions and personalized information. Because in live interactions, sellers or streamers can respond to personal questions quickly compared to traditional methods, thereby increasing interactivity, eliminating their doubts about the product, and increasing consumer confidence.

The Effect of Meta Voicing on Flow
Based on the test results, it shows that Meta Voicing has a positive and significant effect on Flow, with a T Statistical value of 6,481 > (1.96) and a P Value of 0.000 < 0.05. These results can be concluded that hypothesis 4 is accepted. This means that meta voicing allows direct communication between consumers and sellers and gives a friendly impression to consumers, thereby reducing the distance between consumers and streamers/sellers.

These results are in line with research conducted by (Tuncer, 2021) which states that meta voicing affordance refers to how to fulfill consumers' needs to find detailed and useful information about products for consumers as long as consumers and sellers interact, for example communicating and discussing with sellers about the product they are selling. target consumers. These results also agree with (Sun et al., 2019) who stated that metavoicing also offers consumers the ability to respond to broadcast content and also respond to sellers. If consumers feel they have more questions, they can ask the seller, and then the seller will provide more answers.

The Effect of Meta Voicing on Trust
The test results show that Meta Voicing has a positive and significant effect on Trust, with a T Statistics value of 2,281 > (1.96) and a P Value of 0.023 < 0.05. These results can be concluded that hypothesis 5 is accepted. This means that Meta Voicing is able to increase consumer confidence in influencing consumer purchasing decisions.

This result is in line with research (Dong et al., 2016) which states that Meta Voting is when interested consumers receive detailed information about a product they are interested in. These results also coincide with (Majchrzak et al. 2013), also telling how participation in ongoing online conversations occurs online by responding to the presence, profile, content and activities of others, thus allowing users to provide feedback on product content. .

The Effect of Meta Voicing on Interactivity
The test results show that Meta Voicing has a positive and significant effect on Interactivity, with a T Statistics value of 3,061 > (1.96) and a P Value of 0.002 < 0.05. These results can be concluded that hypothesis 6 is accepted. This means that Meta Voicing is able to increase activity in live commerce on the TikTok application.

These results are in line with research conducted by (Lv et al., 2018). In other words, meta voicing allows direct communication between consumers and sellers and gives a friendly impression to consumers, thereby reducing the distance between consumers and streamers/sellers.

The Influence of Guidance Shopping on Flow
The test results show that Guidance Shopping has a positive and significant effect on Flow, with a T Statistics value of 3,186 > (1.96) and a P Value of 0.002 < 0.05. These results can be concluded that hypothesis 7 is accepted. This means that Guidance Shopping is able to increase flow in influencing actual purchases in live commerce on TikTok.

These results are in line with Sun et al. (2019) who stated that shopping affordance guidance is a guide that can provide consumers with product services that are of interest and in accordance with consumer needs. Apart from that, the research also states that consumers can also directly ask streamers or sellers for help, and sellers can provide product information to customers based on what consumers need at that time during live commerce on TikTok.

The Influence of Guidance Shopping on Trust
The test results show that Guidance Shopping has a positive and significant effect on Trust, with a T Statistics value of 3,582 > (1.96) and a P Value of 0.000 < 0.05. These results can be concluded that hypothesis 8 is accepted. This means that guidance shopping can increase consumer confidence in making purchasing decisions on live commerce on TikTok.

This research supports research conducted by Sun et al. (2019), namely a guide that can provide consumers with a product that is of interest and that suits the consumer's needs. These results are also in line with research conducted by (Dong et al., 2016) which stated that guidance shopping on live commerce TikTok allows customers to submit questions and requests to sellers directly or can also ask for help regarding a product. Therefore, customers can see the seller as if they are together at the same location and time so that customers feel the trust and flow of experience from the seller.

The Effect of Trading on Trust
The test results show that Trading has a positive and significant effect on Trust, with a T Statistics value of 2,715 > (1.96) and a P Value of 0.007 < 0.05. These results can be concluded that hypothesis 9 is accepted. This means that trading is able to increase consumer confidence in making consumer purchasing decisions.

This result is in line with research (Dong et al., 2016) that trading affordance allows transactions to be carried out smoothly by providing various payment options to buyers. When the buyer pays the bill, it means the transaction is complete. Usually, after the transaction is complete, both buyers and sellers want to communicate further. Buyers hope to get further privileges or discounts on their next purchase. Sellers want to convert these one-time transactions into repeat purchase behavior.

The Effect of Trading on Interactivity
The results of hypothesis testing show that Trading has a positive and significant effect on Interactivity, with a T Statistics value of 2,996 > (1.96) and a P Value of 0.003 < 0.05. These results can be concluded that hypothesis 10 is accepted. This means that trading is able to increase interactivity in influencing consumer purchasing decisions in live commerce on TikTok.

These results are supported by research conducted (Wongkit Rungrueng & Assarut, 2020) which states a concept that includes interaction and involvement between customers and brands or companies. It involves a series of activities designed to create positive relationships, build customer loyalty, and increase interactions between customers. So it is not surprising that trading can influence customer purchasing decisions in social commerce. Thus, it is important to explore the interaction and involvement between customers in influencing customer purchasing decisions in the context of live shopping.

The Effect of Triggered Attending on Interactivity
The test results show that triggered attending has a positive and significant effect on interactivity, with a T statistic value of 2,819 > (1.96) and a P value of 0.005 < 0.05. These results can be concluded that hypothesis 11 is accepted. This means that triggered attending is able to increase interactivity in actual purchases made by consumers in live commerce on TikTok.

These results are in line with research conducted by (Kang et al., 2021) which states that triggered attending affordance is able to inform buyers about changes in content about products and services. Receiving this information can trigger the buyer's curiosity to know about these changes, so that the buyer will interact with the seller to get further information. So, this triggered attending affordance offers

an opportunity to open up interactions between buyers and sellers, and contributes to interactions between consumers and sellers.

The Effect of Social Connecting on Interactivity
The results of hypothesis testing show that social connecting has a positive and significant effect on Interactivity, with a T statistic value of 2,363 > (1.96) and a P value of 0.019 < 0.05. These results can be concluded that hypothesis 12 is accepted. This means that social connecting can increase interaction in making consumer purchasing decisions in live commerce on TikTok.

These results are supported by research conducted (Ma et al., 2022) which states that social connecting makes it possible to facilitate and accelerate the creation of new connections between buyers and sellers. When a contact relationship occurs, buyers and sellers can talk to each other and communicate both ways. Social connecting is designed to facilitate interaction, communication and building relationships in the online environment. Once a relationship is established, both are willing to work on turning this temporary relationship into a long-term one. So this first interaction leads to subsequent interactions.

The Influence of Flow on Purchase Intention
The results of hypothesis testing show that Flow has a positive and significant effect on Purchase Intention, with a T statistic value of 6,517 > (1.96) and a P value of 0.000 < 0.05. These results can be concluded that hypothesis 13 is accepted. This means that flow is able to increase consumer intentions in making purchasing decisions in live commerce on the TikTok application.

These results are in line with research conducted (Saffanah et al., 2023) which found that customer purchase intentions influence actual purchases made in live commerce on the TikTok application. Intent is also a cognitive representation of a customer's desire and ability to perform a certain behavior, and the best predictor of actual behavior is intent. This result is also in line with (Ma et al., 2022) which states that actual purchases are influenced by their intentions and refer to the decisions customers make about how to use their time, money and energy when they want to purchase a product or service.

The Influence of Trust on Purchase Intention
The results of hypothesis testing show that Trust has a positive and significant effect on Purchase Intention, with a T statistic value of 5,245 > (1.96) and a P value of 0.000 < 0.05. These results can be concluded that hypothesis 14 is accepted. This means that consumer trust can increase consumer purchasing intentions in live commerce on the TikTok application.

These results are supported by research conducted (Zhou et al., 2023) which states that trust is a very important factor in a business and establishing cooperative relationships over a long period of time. So that trust can increase consumer purchasing intentions in live commerce on TikTok. This result is also in line with (Guo et al., 2021) that trust is a product and brand image. A person acting on beliefs, if some of these beliefs are wrong and hinders buyers, then the manufacturer will voice an opinion to refute these beliefs.

The Influence of Interactivity on Purchase Intention
The test results show that Interactivity has a positive and significant effect on Purchase Intention, with a T statistic value of 4,271 > (1.96) and a P value of 0.000 < 0.05. These results can be concluded that hypothesis 15 is accepted. This means that interactivity can increase consumer Purchase Intention in actual purchases in live commerce on the TikTok application.

These results are in line with research conducted by (Lu & Chen, 2021) that purchase intention is a consumer decision-making attitude that examines the reasons for purchasing a particular product or service. These results are also in line with research conducted by (Wang et al., 2022) in their research which states that good interaction between consumers and streamers in live commerce on the TikTok application can increase consumer purchase intention. The research also mentions purchase intention as the possibility that consumers plan or are willing to buy a product or service in the future.

The Influence of Purchase Intention on Actual Purchase
The results of hypothesis testing show that Purchase Intention has a positive and significant effect on Actual Purchase, with a T Statistical value of 8,641 > (1.96) and a P Value of 0.000 < 0.05. These results can be concluded that hypothesis 16 is accepted. This means that consumer purchase intentions can increase actual purchases in live commerce on TikTok.

These results are in line with research conducted by (Saffanah et al., 2023) which shows that consumers who have the intention to purchase a particular product or service are more likely to have greater actual purchasing behavior than consumers who do not have the intention to purchase. This result is also supported by research (Sun et al., 2019) which found that purchase intentions influence actual purchases. So basically, purchase intention reflects the consumer's attitude towards what kind of product or service the consumer will buy. However, according to an intention, it does not mean the same as an actual purchase.

6. Conclusions

Based on the analysis results, it is concluded that several factors have a significant influence on live commerce on TikTok: visibility influences flow, trust, and interactivity; meta voicing also impacts flow, trust, and interactivity; guidance shopping affects flow and trust; trading impacts trust and interactivity; triggered attending and social connecting affect interactivity; flow, trust, and interactivity have an impact on purchase intention; and purchase intention ultimately influences actual purchases. The theoretical implications of this research show that actual purchases in live commerce are influenced by factors such as visibility, meta voicing, guided shopping, trading, triggered attending, social connecting, flow, trust, interactivity, and purchase intention. In addition, customer engagement acts as a mediator between IT affordance and customer behavior, so these results can be a reference for other researchers to explore other factors that influence actual purchases. For practitioners, this research indicates that developers, companies, managers, or individuals who make online sales via live streaming on TikTok or other social media should consider these factors to increase sales in a sustainable manner. Streamers need to have good interaction skills to encourage consumer purchases, while companies can utilize marketing strategies that maximize the affordability of technology and information, as well as involving consumers in attracting interest and triggering purchase intention and actual purchase.

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