

ABSTRACT

The Effect of Live Streaming Shopping on Purchase Intention Through Interactivity and Trust (Case Study on Clothing Products in Social Commerce Tiktok)

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Live streaming shopping has now become a form of online marketing that is utilized by businesses to demonstrate the usefulness of the products being sold, show products from different sides and perspectives, answer customer questions directly, and carry out activities that can attract customer buying interest to make purchases while watching the broadcast. This study aims to examine the effect of live broadcast shopping using the affordability of information technology (Visibility, Metavoicing, and Guidance Shopping) in building interactivity and trust in consumer buying interest based on the behavior of consumers of fashion products using TikTok social commerce. The Stimulus-Organism-Response (S-O-R) approach is used in this study to determine the influence between variables. The research method used is associative research with a quantitative approach with data collection through a questionnaire. The data analysis technique used in this study uses the PLS-SEM (Partial Least Squares Structural Equation Modeling) technique using the SmartPLS application tool. This study has the results that the Metavoicing and Guidance Shopping Affordance have a positive and significant effect on purchase intention through interactivity and trust both directly and with a mediating role. And Visibility Affordance has no significant effect on purchase intention through interactivity and trust.

Keywords: *Live Shopping, IT Affordance, Interactivity, Trust, Purchase Intention, Social Commerce*