

## Determinant Factors of TikTok Live Streaming Host Communication on Purchase Decisions

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**Abstract:** The rapid expansion of social commerce through TikTok Live has transformed digital marketing practices in the fashion industry, particularly in Indonesia where platform adoption is highly significant. Live streaming enables real-time interaction between hosts and consumers, making communication a critical factor in influencing purchasing behavior. However, the role of host communication in shaping consumer decisions remains underexplored. Therefore, this study aims to examine the influence of host communication dimensions credibility, attractiveness, message clarity, and interaction on consumer purchase decisions for Kukai fashion products through TikTok Live. This study applies a mixed methods approach with an explanatory sequential design, combining qualitative exploration and quantitative verification. The findings indicate that host communication significantly shapes consumer trust, engagement, and understanding during live streaming sessions. In particular, clear message delivery and interactive communication play a central role in encouraging purchase decisions. This study highlights the importance of effective communication strategies in live streaming commerce and provides insights for brands to optimize host performance in enhancing consumer engagement and purchase outcomes.

### Article History:

Submitted: April 10, 2026

Revised: April 26, 2026

Accepted: April 27, 2026

Published: April 30, 2026

### Keywords:

Host Communication  
Live Streaming Commerce  
Purchase Decision  
TikTok Shop

Febrianti, I., & Hayati, N. (2026). Determinant Factors of TikTok Live Streaming Host Communication on Purchase Decisions. *Almana : Jurnal Manajemen dan Bisnis*. 10(1), 198-212. <https://doi.org/10.36555/almana.v10i1.3026>

## INTRODUCTION

With the advancement of digital technology, traditional commerce has evolved into e-commerce, defined as the process of buying and selling goods and services through electronic platforms that prioritize efficiency and convenience. However, this transactional model has gradually shifted with the integration of social media, giving rise to social commerce, which incorporates interactive features that enable users to communicate, share experiences, and influence purchasing decisions within digital environments (Kariani & Andi, 2021). Building upon this interactive foundation, live streaming commerce has emerged as a more advanced form of social commerce that combines real-time video broadcasting with instant purchasing mechanisms, allowing direct and dynamic interaction between sellers and consumers. Consequently, communication becomes a central element in shaping consumer behavior in this context.

TikTok Shop is at the helm of the social commerce space and has introduced the concept of integrating short-form video content with direct electronic transaction systems to create a cohesive social commerce environment (Kariani & Andi, 2023). This has been possible, in part, due to the rapid growth of TikTok and the large user base of Gen Z is



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largely due to their use of artistic, participatory and relatable video-based communications and marketing, which reflect their lifestyle, have gained traction in the form of viral consumption on their respective social means. TikTok is experiencing rapid growth in the number of users employing the live-broadcast feature, which has emerged as one of its most effective features (Erfiati & Helfi, 2023). Furthermore, TikTok's live broadcast feature is an important contributor to online retail and sales in Indonesia.

With 157.6 million users, Indonesia boasts the largest number of TikTok users worldwide as of July 2024, followed by the United States (120.5 million) and Brazil (105.3 million) (Statista, 2024). Approximately 80% of transactions completed on TikTok Shop are completed via live streams. It is projected that total e-commerce transactions will reach IDR 487 trillion (2024), driven primarily by live shopping. For 2025, TikTok Shop has an estimated 27.37% of user access share, which demonstrates continued growth within the digital commerce space. TikTok Shop provides business owners with support and tools to sell their products through live streaming, allowing them to display their products directly to potential customers in real time (Daniel & Genep Sukendro, 2023).



Figure 1. Indonesia's TikTok User in July 2024

Source: Statista (2024)

In the highly competitive fashion industry, brands are required not only to offer quality products but also to deliver engaging and persuasive marketing communication. One example is the Kukai fashion brand, which utilizes TikTok Live streaming as a core digital marketing strategy. Through live streaming, Kukai has shifted from one-way communication to a more interactive approach, enabling real-time engagement with consumers and increasing product visibility and sales performance. However, fluctuations in audience engagement and sales outcomes across live sessions suggest that the effectiveness of live streaming is not solely determined by platform usage, but also by the quality of communication delivered by the host. Therefore, understanding how host communication influences consumer behavior becomes essential in optimizing live streaming performance.

An empirical example of this phenomenon can be observed in the Kukai fashion brand, which has adopted TikTok Live streaming as part of its digital marketing strategy. Initially, Kukai relied on one-way communication through pre-recorded content, resulting in limited consumer engagement. However, the implementation of live streaming has enabled a shift toward interactive communication, allowing real-time engagement between the host and the audience. This transition has led to increased consumer interaction and engagement levels. Nevertheless, variations in audience activity and

sales performance across different live sessions indicate that the success of live streaming is not solely determined by platform usage, but also by the effectiveness of the host's communication. Therefore, understanding how communication quality influences consumer purchasing decisions becomes crucial in this context

Despite the rapid growth of live streaming commerce, existing studies have primarily focused on general factors such as influencer characteristics, platform features, and consumer engagement, without systematically examining the specific dimensions of host communication that influence purchase decisions. Although elements such as credibility, attractiveness, and interaction have been widely acknowledged, they are often analyzed separately and with limited attention to the role of message clarity in shaping consumer understanding during live interactions (Andies et al., 2024; Permana et al., 2025; Oktasavina & Muntazah, 2025). As a result, there remains a theoretical gap in understanding how these communication dimensions collectively influence consumer decision-making, particularly within TikTok Live environments.

To address this gap, this study aims to examine the influence of host communication on consumer purchase decisions in TikTok Live streaming, specifically for the Kukai fashion brand. This research focuses on four key dimensions of communication: credibility, attractiveness, message clarity, and interaction. Based on the Stimulus-Organism-Response framework, host communication is conceptualized as a stimulus that influences consumers' internal responses, ultimately leading to purchasing decisions. Accordingly, the hypotheses proposed in this study are as follows: H1: Host credibility has a positive and significant effect on purchase decisions; H2: Host attractiveness has a positive and significant effect on purchase decisions; H3: Message delivery clarity has a positive and significant effect on purchase decisions; and H4: Interaction has a positive and significant effect on purchase decisions.

By examining these relationships, this study contributes to a more comprehensive understanding of communication effectiveness in live streaming commerce, particularly within the context of TikTok Live. This research not only enriches the theoretical perspective by integrating multiple dimensions of host communication within the S-O-R framework, but also provides practical insights for brands in optimizing live streaming strategies to enhance consumer engagement and purchasing outcomes. Therefore, this study is expected to serve as a relevant reference for future research and practitioners in the field of digital marketing and social commerce.

## LITERATURE REVIEW

### S-O-R Theory

This study employs the Stimulus-Organism-Response (S-O-R) framework to explain the relationship between host communication and consumer purchase decisions. According to this theory, external stimuli influence internal cognitive and emotional processes, which subsequently lead to behavioral responses. In the context of this study, host communication serves as the stimulus, while consumer perceptions, trust, and engagement represent the organism, and the purchase decision constitutes the response. Previous studies have confirmed that communication stimuli such as credibility, attractiveness, and interaction can generate positive internal responses, ultimately leading to purchasing behavior (Permana et al., 2025).

### Live Streaming Commerce

The rapid advancement of digital technology has transformed traditional e-commerce into social commerce, which integrates social interaction with real-time transactional activities. One of the most prominent developments in this domain is live streaming commerce, which combines live broadcasting with instant purchasing features. Platforms such as TikTok have enabled brands to engage directly with consumers through interactive and persuasive content, fostering a more immersive

shopping experience. This transformation is supported by the increasing adoption of TikTok as a digital marketing platform, particularly among younger consumers who favor engaging and relatable content (Erfiati & Helfi, 2023).

### Dimensions of Host Communication

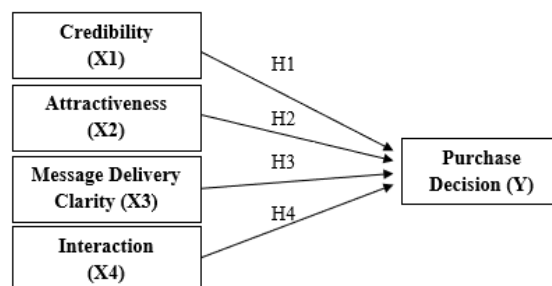
This study adopts four key dimensions of host communication: credibility, attractiveness, message clarity, and interaction. Credibility refers to the extent to which the host is perceived as trustworthy and knowledgeable in delivering accurate product information. Attractiveness encompasses both physical appearance and communication style that capture audience attention and enhance engagement (Oktasavina & Muntazah, 2025). Message clarity is defined as the ability of the host to convey product information in a clear, structured, and easily understandable manner, which is essential in reducing consumer uncertainty. Interaction represents the degree of two-way communication between the host and the audience, which helps build emotional connection and engagement. Prior research highlights that these communication dimensions play a significant role in shaping consumer perceptions and influencing purchasing behavior in live streaming contexts (Permana et al., 2025).

### Purchase Decision

Purchase decision is the final stage in the consumer decision-making process, following problem recognition, information search, and evaluation of alternatives. In live streaming commerce, purchasing decisions are strongly influenced by the interactive and real-time nature of communication between hosts and consumers. The presence of persuasive communication, combined with direct engagement, enhances consumer trust and confidence in the product being offered. Studies indicate that digital marketing strategies, particularly those involving interactive communication, have a significant impact on consumer purchasing decisions (Oktasavina & Muntazah, 2025).

### Conceptual Framework

This study proposes a conceptual framework based on the Stimulus-Organism-Response (S-O-R) theory to explain how host communication influences consumer purchase decisions in TikTok Live streaming. The dimensions of credibility, attractiveness, message clarity, and interaction are conceptualized as stimuli that affect consumers' internal responses, which ultimately lead to purchasing behavior. The framework illustrates the direct relationship between these communication dimensions and purchase decisions.



**Figure 2. Framework of Thought**

Source: Data Process (2026)

Based on the framework of thought, the hypothesis put forward is:

- H1 : The Influence of Credibility on Purchase Decision
- H2 : The Influence of Attractiveness on Purchase Decision
- H3 : The Influence of Message Delivery Clarity on Purchase Decision
- H4 : The Influence of Interaction on Purchase Decision

## METHODS

In this study, the researchers employed a mixed methodology that utilized an explanatory sequential research design as the broad structure for conducting the research. This involved using two different types of methodological approaches quantitative and qualitative orderly as a means of answering a single research question. The quantitative data were used to test the hypothesis regarding the relationship between independent and dependent variables (cause and effect), while the qualitative data were used to provide clarification or illuminate and give meaning to the quantitative data. The primary methodology quantitative was used due to its ability to produce data that is statistically measurable and compatible with statistical analysis (Kariani & Andi, 2021). The qualitative methodology was used to provide in depth understanding of social phenomena through the use of interviews and to provide context to some degree regarding the individuals interviewed (Creswell, 2022).

Merging various research designs for a study allows for both quantifiable and non-quantifiable data to be collected via a single project. Mediating both approaches together in one project would produce better quality data for the researcher, which is why the two types of research can be consolidated into one project by being used over the same duration of time, based on the researcher's preferences (Sugiyono, 2022). Creswell (2022) identifies different types of mixed methods design used to identify the sequence of qualitative and quantification collected in each research test, as well as how the two are related. In regard to the study, the mixed methods design that will be used is identified as an Exploratory Sequential Design. The Exploratory Sequential Design will consist of two phases: qualitative methods will be prioritized for data collection from the first phase, while quantitative methods will be used in the second phase to clarify or substantiate the previous qualitative data collected. To assist with demonstrating how the above process may look in practice refers to the diagram provided below:

### Phase 1 : Qualitative

The first phase of this study examines the impact of TikTok Live Streaming conducted by brand ambassadors on consumer purchasing decisions for Kukai products. This phase aims to identify key themes related to the host's communication style, including attractiveness, credibility, and message clarity, which serve as a foundation for developing the quantitative stage, particularly in defining variables, indicators, and measurement methods. Qualitative data were collected through in-depth interviews using a purposive sampling technique, involving respondents with experience as Kukai Live Streaming hosts. A semi-structured interview format was applied, allowing flexibility for respondents to share detailed insights regarding their communication practices and experiences.

The interviews explored how hosts interact with audiences, establish two-way communication, deliver product information, persuade viewers, and encourage purchasing behavior. The collected data were analyzed using descriptive interpretative techniques, including data reduction, data display, and conclusion drawing. The findings from this qualitative phase were then used to construct the quantitative variables in this study: (X1) Credibility, (X2) Attractiveness, (X3) Message Delivery Clarity, (X4) Interaction, and (Y) Purchase Decision.

### Phase 2: Quantitative

The goal of the quantitative research is to evaluate how four independent variables affect consumers' purchasing decisions, which are credibility (X1), attractiveness (X2), message delivery clarity (X3), and interaction (X4) on purchasing decisions by the consumer on the Kukai brand TikTok Live account. The four independent variables resulted from the qualitative phase of research on host communication dimensions in live streaming sessions. Purchasing decisions consist of the consumer's decision to buy a product after receiving, defining and evaluating the information provided by the live streaming process. The sample size of the research population consists of consumers

who have purchased products from Kukai Brand via TikTok Live and watched it. Purposive sampling (determining the sample size based upon the specific criteria of the research objectives) is used in this research to obtain the research population. Respondents for this study will have to have viewed a live streaming session and purchased through TikTok Live on Kukai Brand. The total sample size for this research will be (N = 100).

Before creating a MVA model, it is essential to analyze the relationships between independent and dependent variables using MLR in order to determine each independent variable's impact on the dependent variable. The t-test is used to explore an independent variable has a statistically significant partial impact on a dependent variable while the F-test is used to examine all independent variables' collective impact on a dependent variable has a statistically significant effect. The % variance accounted for or coefficient of determination, R<sup>2</sup>. identifies how much influence independent variables have on the dependent variable (the overall contribution of the independent variables toward explaining the dependent variable). IBM SPSS will be used to complete data analyses.

## RESULTS AND DISCUSSION

### **Determinant Factors of Live Streaming Host Communication on Consumer Purchase Decisions on TikTok Live Kukai (Phase 1: Qualitative Approach)**

The qualitative findings reveal that effective host communication in live streaming is a critical factor in shaping consumer responses and purchase decisions. From the perspective of host credibility, the results indicate that thorough preparation, including product knowledge, accurate information delivery, and professional presentation, plays a vital role in building consumer trust. When hosts demonstrate honesty and provide realistic product demonstrations, consumers perceive them as more reliable, which strengthens confidence in the purchasing process. This finding aligns with the Stimulus–Organism–Response (S-O-R) framework, where credibility functions as a stimulus that generates trust as an internal response, ultimately influencing purchasing behavior.

Furthermore, host attractiveness is not limited to physical appearance but also includes communication style, emotional expression, and the ability to create an engaging atmosphere. The use of humor, friendly interaction, and expressive delivery enhances audience attention and involvement during live sessions. This suggests that attractiveness serves as an emotional stimulus that increases consumer interest and engagement, which are important precursors to purchase decisions. In the context of TikTok Live, where competition for attention is high, an engaging host can significantly improve audience retention and participation.

Message clarity also emerges as a crucial factor in influencing consumer understanding. The findings show that the use of simple language, structured explanations, and repetition of key product information helps reduce uncertainty and improves comprehension. This indicates that clear communication enables consumers to process information more effectively, thereby increasing their confidence in making purchasing decisions. Within the S-O-R framework, message clarity acts as a cognitive stimulus that facilitates better evaluation of product information, leading to more informed consumer responses.

In addition, interaction between the host and audience plays a significant role in building emotional connections. Real-time responses to comments, personalized engagement, and interactive strategies such as promotions and Q&A sessions create a sense of involvement and social presence. This interaction strengthens the relationship between the host and consumers, making them feel acknowledged and valued. As a result, interaction serves as a social stimulus that enhances emotional engagement, which ultimately encourages purchase decisions.

Overall, the qualitative findings suggest that host communication dimensions—credibility, attractiveness, message clarity, and interaction—collectively function as key stimuli that influence consumers’ internal responses, such as trust, interest, and understanding, which then lead to purchasing behavior. These findings provide a conceptual foundation for the quantitative analysis in the next phase.

**Determinant Factors of Live Streaming Host Communication on Consumer Purchase Decisions on TikTok Live Kukai (Phase 2: Quantitative Approach)**

In the first phase of the study, there were independent variables associated with host communication that were identified as credibility (X1), attractiveness (X2), message delivery clarity (X3), and interaction between hosts and consumers (X4). All of these variables were tested using a dependent variable which was the consumer's purchase decision (Y). The main aim of this research is to identify the factors that influence TikTok live streaming host communication on consumer purchase decisions for the brand Kukai. The analysis of the relationships between these variables was performed using multiple linear regression that included validity, reliability, normality, multicollinearity, heteroscedasticity, t-test, F-test, and R<sup>2</sup> Value tests performed using IBM SPSS Statistics for the following hypotheses:

- H0<sub>1</sub>:  $\beta_1 = 0$ , there is no significant influence of TikTok live streaming host credibility on Kukai fashion purchase decisions.
- H1<sub>1</sub>:  $\beta_1 \neq 0$  there is a significant influence of TikTok live streaming host credibility on Kukai fashion purchase decisions.
- H0<sub>2</sub>:  $\beta_2 = 0$ , there is no significant influence of TikTok live streaming host attractiveness on Kukai fashion purchase decisions.
- H1<sub>2</sub>:  $\beta_2 \neq 0$ , there is a significant influence of TikTok live streaming host attractiveness on Kukai fashion purchase decisions.
- H0<sub>3</sub>:  $\beta_3 = 0$ , there is no significant influence of TikTok live streaming host message delivery clarity on Kukai fashion purchase decisions.
- H1<sub>3</sub>:  $\beta_3 \neq 0$ , there is a significant influence of TikTok live streaming host message delivery clarity on Kukai fashion purchase decisions.
- H0<sub>4</sub>:  $\beta_4 = 0$ , there is no significant influence of TikTok live streaming host interaction on Kukai fashion purchase decisions.
- H1<sub>4</sub>:  $\beta_4 \neq 0$ , there is a significant influence of TikTok live streaming host interaction on Kukai fashion purchase decisions.

**Descriptive Analytics**

Descriptive analytics describe the data in the way in which it has been collected and does not attempt to generalize it. Descriptive statistics provide a summary of the data via mean, standard deviation, max and min.

**Table 1. Result Statistic Description**

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Credibility	100	7	20	17.46	2.584
Attractiveness	100	6	20	17.20	2.335
Message Delivery Clarity	100	7	20	17.07	2.475
Interaction	100	7	20	17.19	2.493
Purchase Decision	100	8	20	17.14	2.193
Valid N (listwise)	100				

Source: Author process with SPSS (2026)

Based on the data obtained during process analysis, the Credibility variable has a minimum score of 7, a maximum score of 20, an average score of 17.46 and a standard error of 2.584. The Attractiveness variable has a minimum score of 6, a maximum score

of 20, an average score of 17.20 and a standard error of 2.335. The Clarity of Delivery variable has a minimum score of 7, a maximum score of 20, an average score of 17.07 and a standard error of 2.475. The Interaction variable has a minimum score of 7, a maximum score of 20, an average score of 17.19 and a standard error of 2.493. The Purchase Decision variable has a minimum score of 8, a maximum score of 20, an average score of 17.14 and a standard error of 2.193. Each of the variables has an average value higher than the corresponding standard error, meaning the data will be very homogeneous with little variability among the observations.

### Validity Test

Validity tests are used to measure if the instrument used effectively measures variables studied. The sample size for this test was 100, and the significance level was 0.05. The obtained r-table value was 0.197 (df = 98). Therefore, the instrument is considered to be valid.

**Table 2. Validity Test Results for All Variables**

Variable	Item No	R Calculated	R Table	Description
<b>Credibility (X1)</b>	X1_1	0.768	0.197	Valid
	X1_2	0.708	0.197	Valid
	X1_3	0.881	0.197	Valid
	X1_4	0.844	0.197	Valid
<b>Attractiveness (X2)</b>	X2_1	0.731	0.197	Valid
	X2_2	0.694	0.197	Valid
	X2_3	0.827	0.197	Valid
	X2_4	0.787	0.197	Valid
<b>Message Delivery Clarity (X3)</b>	X3_1	0.795	0.197	Valid
	X3_2	0.864	0.197	Valid
	X3_3	0.743	0.197	Valid
	X3_4	0.773	0.197	Valid
<b>Interaction (X4)</b>	X4_1	0.745	0.197	Valid
	X4_2	0.784	0.197	Valid
	X4_3	0.854	0.197	Valid
	X4_4	0.766	0.197	Valid
<b>Purchase Decision (Y)</b>	Y1	0.722	0.197	Valid
	Y2	0.786	0.197	Valid
	Y3	0.738	0.197	Valid
	Y4	0.744	0.197	Valid

Source: Author process with SPSS (2026)

Based on the table above, all items are declared valid because the resulting coefficients are greater than 0.197. Therefore, it is not necessary to replace or delete any statements.

### Reability Test

If one's reliability figure is below 0.60, it would be deemed poor reliability; if it were at least 0.70, that would be acceptable reliability; and if above 0.80, that would constitute good reliability. The following reliability coefficients were obtained from the calculations performed with the SPSS version 26 using the Cronbach's Alpha statistical test:

**Table 3. Validity Test Results for All Variables**

Variable	Cronbach Alpha	Description
Credibility (X1)	0.816	Reliable
Attractiveness (X2)	0.757	Reliable
Message Delivery Clarity (X3)	0.805	Reliable
Interaction (X4)	0.795	Reliable
Purchase Decision (Y)	0.736	Reliable

Source: Author process with SPSS (2026)

The table 3 above shows that all variable statements have reliability values categorized as acceptable because they are greater than the Cronbach's Alpha value of 0.6.

### Normality Test

A regression model that has a normal or approximately normal distribution is considered a good regression model. It can therefore be used for statistical testing. Based on the criterion provided by Ghozali (2021), with the condition that if the sig value > 0.05, then the distribution of the regression model is normal.

**Table 4. Normality Test**

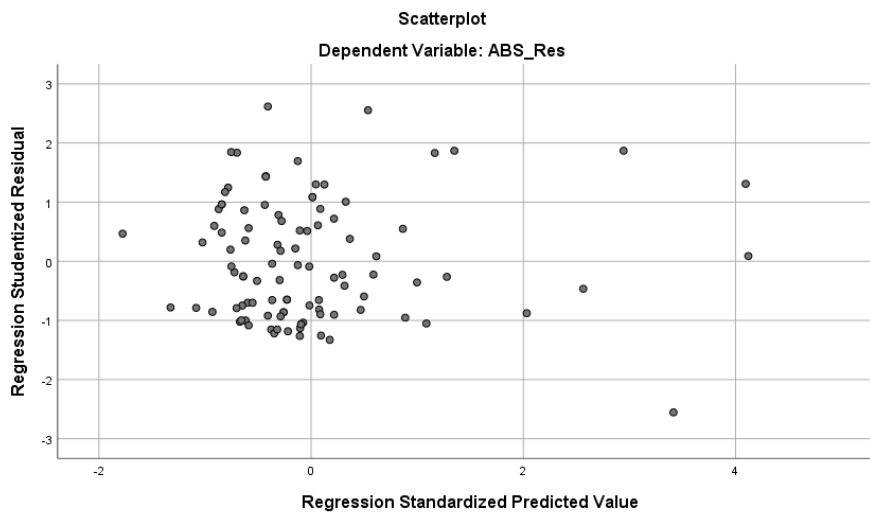
One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
<b>N</b>			<b>100</b>
<b>Normal Parameters<sup>a,b</sup></b>	Mean		<b>.0000000</b>
	Std. Deviation		<b>.98979937</b>
<b>Most Differences</b>	<b>Extreme</b>	Absolute	<b>.042</b>
		Positive	<b>.042</b>
		Negative	<b>-.035</b>
<b>Test Statistic</b>			<b>.042</b>
<b>Asymp. Sig. (2-tailed)</b>			<b>.200<sup>c,d</sup></b>
<b>a. Test distribution is Normal.</b>			
<b>b. Calculated from data.</b>			
<b>c. Lilliefors Significance Correction.</b>			
<b>d. This is a lower bound of the true significance.</b>			

Source: Author process with SPSS (2026)

From the table4, the Asymp. Sig. (2-tailed) The value of 0.200 is greater than 0.05, proving that the data is normally distributed.

### Heteroscedasticity Test

According to Ghozali (2021), the purpose of using a test for heteroscedasticity is to determine if there is an unequal distribution of variance in the residuals between observations in a regression analysis. The tests can be performed using the graphical displays in SPSS output as a tool to check the location of the points surrounding a horizontal line (Y-axis) equal to zero. A scatterplot without any clear indication of a pattern to the point locations will provide evidence that the residuals are normally distributed:



**Figure 3. Heteroscedasticity Output**  
Source: Author process with SPSS (2026)

The scatterplot shows that the observations are scattered loosely, thus showing no clear pattern or relationship. Thus, we interpret no indications of heteroscedasticity from this scatterplot.

**Multicollinearity Test**

Multicollinearity refers to the situation in which there is a high correlation between independent variables, which may hinder the understanding of and validity of regression analysis. If the VIF value of an independent variable is < 10.00, we conclude that multicollinearity is not present; and if VIF > 10.00, we conclude that multicollinearity is present.

**Table 5. Multicollinearity Test**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	VIF
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.		
1 (Constant)	2.475	.784		3.158	.002		
Credibility	.176	.080	.208	2.201	.030	.241	4.151
Attractiveness	.166	.079	.177	2.111	.037	.304	3.285
Message Delivery Clarity	.293	.088	.331	3.348	.001	.220	4.556
Interaction	.216	.084	.246	2.569	.012	.234	<b>4.277</b>

**a. Dependent Variable: Purchase Decision**

Source: Author process with SPSS (2026)

As can be seen from the SPSS output below, the VIF values for each of the independent variables were all < 10.00, in addition, the tolerance values were near 1, thus it is concluded that no multicollinearity exists within the regression model.

## Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression

Coefficients <sup>a</sup>		Unstandardized		Standardized	t	Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.475	.784		3.158	<b>.002</b>
	Credibility	.176	.080	.208	2.201	<b>.030</b>
	Attractiveness	.166	.079	.177	2.111	<b>.037</b>
	Message Delivery	.293	.088	.331	3.348	<b>.001</b>
	Clarity					
	Interaction	.216	.084	.246	2.569	<b>.012</b>

a. Dependent Variable: Purchase Decision

Source: Author process with SPSS (2026)

The outcome of multiple linear regression analysis yields the following equation:  $Y = 2.475 + 0.176 X_1 + 0.166 X_2 + 0.293 X_3 + 0.216 X_4$ . The constant term of 2.475 indicates that when all independent variables are held constant, the Purchase Decision parameter is equal to 2.475. The coefficients indicate that increases in Credibility of 0.176, Attractiveness of 0.166, Message Delivery Clarity of 0.293, and Interaction of 0.216 are associated with an increase in Purchase Decision.

### Hypothesis Testing

The partial t-test is a statistical method used to test whether a specific independent variable significantly influences the dependent variable while controlling for other independent variables.

Table 7. T-Test Result

Coefficients <sup>a</sup>		Unstandardized		Standardized	t	Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.475	.784		3.158	<b>.002</b>
	Credibility	.176	.080	.208	2.201	<b>.030</b>
	Attractiveness	.166	.079	.177	2.111	<b>.037</b>
	Message Delivery	.293	.088	.331	3.348	<b>.001</b>
	Clarity					
	Interaction	.216	.084	.246	2.569	<b>.012</b>

a. Dependent Variable: Purchase Decision

Source: Author process with SPSS (2026)

The partial t-test is used to examine the individual effect of each independent variable on purchase decisions while controlling for other variables. The results show that all four dimensions of host communication credibility, attractiveness, message clarity, and interaction have a positive and significant effect, as indicated by t-values greater than 1.985 and significance levels below 0.05. Credibility (t = 2.201) indicates that trustworthy and knowledgeable hosts enhance consumer confidence in making purchase decisions. Attractiveness (t = 2.111) suggests that engaging communication styles can capture attention and increase consumer interest. Message delivery clarity (t = 3.348) shows the strongest effect, highlighting that clear and understandable information significantly improves consumer evaluation and reduces uncertainty. Meanwhile, interaction (t = 2.569) demonstrates that real-time engagement strengthens

emotional connection and encourages purchasing behavior. Overall, these findings confirm that each communication dimension significantly influences purchase decisions, supporting the S-O-R framework in which communication acts as a stimulus that shapes consumer responses.

The simultaneous F-test is a statistical method used to collectively test whether a group of independent variables significantly influences the dependent variable within a multiple linear regression model.

**Table 8. F Test Result**

ANOVA <sup>a</sup>		Sum	of	Mean	F	Sig.
Model		Squares	df	Square		
1	Regression	379.049	4	94.762	92.818	.000 <sup>b</sup>
	Residual	96.991	95	1.021		
	Totally	476.040	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Credibility, Attractiveness, Message Delivery Clarity, Interaction

Source: Author process with SPSS (2026)

The F-test is used to evaluate whether all independent variables collectively have a significant effect on the dependent variable. The results show that the F-value (92.818) is significantly higher than the critical value (2.47) with a significance level of 0.000 (< 0.05), indicating that credibility, attractiveness, message delivery clarity, and interaction simultaneously have a significant effect on consumer purchase decisions. This suggests that host communication, when considered as an integrated construct, plays a crucial role in influencing consumer behavior in live streaming contexts. In practical terms, these findings imply that the effectiveness of TikTok Live marketing is not determined by a single communication factor, but by the combined strength of multiple communication dimensions in shaping consumer trust, engagement, and decision-making.

### Coefficient of Determination Test

This analysis is used to determine the extent of the influence of the independent variables on the dependent variable, usually expressed as a percentage.

**Table 9. Coefficient of Determinant Result**

Variable	Beta	Zero-Order	Determines	Presentation (%)
<b>Credibility(X1)</b>	0.208	0.821	0.171	<b>17.1%</b>
<b>Attractiveness (X2)</b>	0.177	0.793	0.141	<b>14.1%</b>
<b>Message Delivery Clarity (X3)</b>	0.331	0.849	0.281	<b>28.1%</b>
<b>Interaction (X4)</b>	0.246	0.830	0.204	<b>20.4%</b>
<b>Totally (R Square)</b>	0.892	-	0.796	<b>79.6%</b>

Source: Author process with SPSS (2026)

The coefficient of determination ( $R^2$ ) is used to measure how well the independent variables explain the variation in the dependent variable. The results show an  $R^2$  value of 0.796 (79.6%), indicating that credibility, attractiveness, message clarity, and interaction collectively explain a substantial proportion of the variance in consumer purchase decisions. This suggests that host communication is a dominant factor influencing purchasing behavior in live streaming contexts. The remaining 20.4% may be influenced by other factors not included in this model, such as price, brand image, or promotional strategies. Therefore, while the model demonstrates strong explanatory

power, future research is encouraged to incorporate additional variables to provide a more comprehensive understanding of consumer behavior.

### **Conclusion of Quantitative Hypotheses**

After analyzing the data from this study, it was determined that all independent variables tested were found to have met the criteria for validity and reliability; additionally, all tested items passed classical assumption tests that include normality, freedom from heteroscedasticity, and no evidence of multicollinearity. Furthermore, the results of the t-test, which was performed for each of these independent variables, provided sufficient evidence to reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ) for all four independent variables tested (Credibility, Attractiveness, Clarity of Message Delivery, and Interaction). The following detail provides information about the relationship between the independent variables and Purchase Decision: Credibility (X1) t-test result =  $2.201 > 1.985$  (table value) with a significance value of  $0.030 < 0.05$ ; Attractiveness (X2) t-test result =  $2.111 > 1.985$  with a significance value of  $0.037 < 0.05$ ; Clarity of Message Delivery (X3) t-test result =  $3.348 > 1.985$  with a significance value of  $0.001 < 0.05$ ; Interaction (X4) t-test result =  $2.569 > 1.985$  with a significance value of  $0.012 < 0.05$ . Thus, it was concluded that there was a statistically significant positive relationship between all four independent variables (Credibility, Attractiveness, Clarity of Message Delivery, and Interaction) as delivered by the TikTok hostess and the purchase decision of Kukai fashion. It was concluded that the F-Test results supported this finding as well. Specifically, the F-Test demonstrated that the combined variables accounted for 79.60% of the variance in the purchase decision, with an F value of  $92.818 > 2.47$  (table value) with a significance of  $0.000 < 0.05$ .

These determinants imply that how well Kukai fashion succeeds in selling on TikTok will depend mostly on how well the host communicates during their live streams. In fact, Message Delivery Clarity provided the greatest amount of influence with a value of 28.1%. Therefore, the recommendation to Kukai's management is that they continue training their hosts to provide thorough information about the products, visually attractive, and create trustworthy relationships with consumers through quick responses to their questions. Limitations existed in terms of the type of independent variables included in this study; specifically, the remaining 20.4% of the independent variables were not included in the model used in this research. Future researchers should expand their scope by adding additional types of factors to this model (e.g., price promotions, brand name) and consider using a mixed-method design to further understand how people behave when shopping online for the progressive advancement of knowledge in this area.

In summary, the results of the simultaneous tests demonstrate that the communication of TikTok live streaming hosts is an important factor influencing purchase decisions for Kukai ( $R^2 = 79.6\%$ ). Thus, it is evident that host communication strategies (e.g., clarity of messages; credibility of messages; attractiveness of messages; and level of interaction) are all significant factors in influencing consumer purchasing behavior in the live commerce channel. The results of this study are consistent with research conducted by Parwati et al. (2023), who indicated that live streaming helps to increase customers' trust and understanding of a product; and by Hairunisya and Martutiningrum (2025), who found that a combination of influencer characteristics and marketing through live streaming positively influenced purchase intention on TikTok Shop. Findings from this study reinforce the idea that purchase decisions for Kukai products are driven not only by the product itself but also by how the host interacts with the audience.

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## CONCLUSION

This study concludes that host communication plays a crucial role in influencing consumer purchase decisions in TikTok Live streaming for the Kukai fashion brand. Both qualitative and quantitative findings indicate that credibility, attractiveness, message delivery clarity, and interaction significantly shape consumer trust, engagement, and understanding, which ultimately lead to purchasing behavior. Among these dimensions, message clarity emerges as the most influential factor, highlighting the importance of delivering clear and easily understood product information to reduce consumer uncertainty. In addition, interactive communication and host credibility strengthen emotional connection and trust, further encouraging purchase decisions. These findings suggest that effective live streaming performance is not solely determined by platform usage, but by how well hosts communicate with their audience. Therefore, this study contributes to the understanding of communication effectiveness in live streaming commerce and provides practical implications for brands to optimize host communication strategies in enhancing consumer engagement and purchasing outcomes.

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