



The Impact of Streamer Characteristics and Content Quality on Consumer Purchase Intention: Evidence from Indonesia's TikTok Shop

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ABSTRACT

Objective – This study investigates the influence of streamer characteristics and content quality on consumer purchase intention within Indonesia's rapidly growing TikTok Shop live-streaming environment. Grounded in the Elaboration Likelihood Model (ELM), the research addresses existing contradictions in social commerce literature by assessing how dual information-processing routes shape consumer decisions.

Methodology – A quantitative, explanatory research design was deployed using an online survey. Data were collected from a sample of 63 Indonesian consumers who had watched or transacted on TikTok Live within the preceding six months. Structural relationships were analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The structural model examined the central route (Argument Quality), the peripheral route (Streamers' Credibility and Source Attractiveness), and the interactive environment (Interactivity) against the endogenous variable (Purchase Intention).

Findings – The PLS-SEM analysis revealed that the model explained 44.9% of the variance in Purchase Intention. Three of the four hypothesized paths were statistically supported. Argument Quality emerged as the strongest positive driver, followed closely by Streamers' Credibility and Interactivity. Conversely, Source Attractiveness did not exert a statistically significant influence on purchase intention.

Novelty – Applying the Elaboration Likelihood Model to Indonesia's TikTok Shop live-streaming context reveals that purchase intentions are driven primarily by substantive product information (central route) alongside streamer credibility and real-time interactivity, whereas visual appearance cues like source attractiveness hold no statistically significant influence.

Keywords: *live streaming commerce; elaboration likelihood model; TikTok Shop; argument quality; streamer credibility*

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I. INTRODUCTION

The digital revolution in Indonesia has changed how people shop, communicate, and live. With smartphones serving as the main access point and over 212.9 million internet users in 2023, online activities have ingrained themselves firmly into daily life. One of the most important results of this change is social commerce, or s-commerce, which combines social media interaction with shopping. In contrast to more established e-commerce sites like Shopee or Tokopedia, s-commerce is fuelled by reviews, user-generated content, and electronic word-of-mouth (eWOM). Shopping has become a social experience thanks to platforms like Facebook Shop, Instagram Shopping, and TikTok Shop, where customers interact with sellers and other users in real time in addition to making purchases (Kembau et al., 2025).

TikTok, with 109.9 million active users in Indonesia, stands at the forefront of this transformation. Its short videos and live streaming features have created a unique environment where entertainment and commerce converge. The “yellow basket” feature, which allows viewers to purchase products instantly during live streams, has made shopping seamless and interactive. For Generation Z, who dominate TikTok’s user base, this integration feels natural and appealing (Hamidah et al., 2024). Yet, despite the excitement surrounding TikTok Shop, many consumers remain hesitant to make purchases during live streaming sessions. Concerns about product authenticity, seller credibility, and transaction uncertainty often prevent viewers from converting interest into actual buying behavior.

This hesitation underscores the importance of understanding the factors that influence consumer purchase intention in live streaming commerce. Streamers (the hosts of these sessions) play a pivotal role in shaping consumer perceptions. Their credibility, attractiveness, ability to interact with audiences, and the quality of arguments they present all contribute to how consumers evaluate products and sellers. Previous studies have examined these factors, but findings remain inconsistent. Some research highlights credibility and interactivity as decisive, while others suggest that attractiveness or argument quality may have limited impact. These contradictions create uncertainty for businesses seeking to design effective live streaming strategies.

The current phenomenon in Indonesia is the explosive rise of TikTok Shop as a leading s-commerce platform. Live streaming has become more than just a marketing tool (it is now a cultural trend that merges entertainment with shopping). Consumers, especially younger audiences, are drawn to the immediacy and interactivity of live streams. However, skepticism and uncertainty remain barriers to purchase intention. Trust issues, doubts about product authenticity, and concerns about sellers’ reliability continue to limit consumer confidence.

Despite the growing importance of live streaming, research has yet to provide clear answers about which factors most strongly influence purchase intention. Existing studies show mixed results, leaving businesses without a definitive understanding of how credibility, attractiveness, interactivity, and argument quality interact to shape consumer decisions. This gap is particularly relevant in Indonesia’s TikTok Shop environment, where social commerce adoption is among the fastest-growing globally.

Problem Statement

Live streaming has transformed social commerce in Indonesia, offering businesses a direct and interactive way to reach consumers. TikTok Shop, in particular, has become a hub where entertainment and shopping converge. Yet, despite its popularity, many consumers remain hesitant to purchase products during live streams due to trust issues and uncertainty. Streamers, who act as both entertainers and sellers,



play a crucial role in shaping consumer perceptions, but it is unclear which aspects of their performance (credibility, attractiveness, interactivity, or argument quality) most strongly drive purchase intention.

Existing studies provide mixed evidence, leaving businesses and marketers without a clear roadmap for success. Some findings highlight credibility and interactivity as decisive, while others downplay the role of attractiveness or argument quality. These inconsistencies create confusion and limit the ability of businesses to design effective live streaming strategies. In Indonesia's fast-growing TikTok Shop environment, where Generation Z dominates and consumer skepticism persists, understanding these dynamics is both timely and essential.

Therefore, this study aims to investigate the influence of streamers' credibility, source attractiveness, interactivity, and argument quality on consumer purchase intention in TikTok Shop live streaming. By addressing the research gap and focusing on these five variables, the study seeks to provide clarity, resolve contradictions in prior findings, and offer actionable insights for businesses navigating the evolving landscape of social commerce.

II. LITERATURE REVIEW

Elaboration Likelihood Model

Petty and Cacioppo (1986), two social psychologists, created the Elaboration Likelihood Model (ELM). The underlying assumption of the ELM model is that each individual processes message stimuli differently, which influences the formation of attitudes, consequences, and behavior. The ELM model describes the amount of effort an audience must exert to comprehend, evaluate, and recall a message before accepting or rejecting it (Nickerson, 2022). On the basis of ELM theory, a person evaluates information in a variety of ways, including by meticulously evaluating messages, employing critical thinking, and occasionally the spirit of argument, depending on how messages are processed (Petty & Cacioppo, 1986). The ELM theory is comparable to the innovation diffusion theory (IDT), which describes a dual process in the human social psychological literature demonstrating that external information is the primary driver of resulting changes in attitudes and behavior (Zhaoxing et al., 2018).

ELM is an organizing structure with a concentration on persuasion that can be applied to a variety of messages, recipients, source variables, and contexts (Petty & Cacioppo, 1986). This theory explains that individuals evaluate information in a variety of methods. Therefore, the ELM theory was chosen as the theoretical foundation for this study because (1) it is directly related to the process of influence and its impact on human perception and behavior, and (2) it explains why certain influence processes can result in various outcomes among various users in various settings (Zhaoxing et al., 2018). In information processing, two routes cause changes in attitudes between individuals: the central route and the peripheral route (Petty & Cacioppo, 1986).

Before making informed judgments about target behavior, this central route requires a person to think critically about arguments related to problems in information messages and evaluate the relative merits and relevance of these arguments (Zhaoxing et al., 2018). In other words, individuals who are motivated to consume messages and have a high capacity to comprehend message subjects are likely to utilize the central route (Petty & Cacioppo, 1986). Suppose it is associated with the persuasive message of a product in live streaming. In that case, consumers will process the message they receive, which will result in the formation of trust in the product, and they will be able to integrate the meaning obtained and form various attitudes and desires. On the contrary, information processing that is superficial is referred to as peripheral processing. According to Petty and Cacioppo (1986), the peripheral route is a process that operates when



the likelihood of elaboration is low. The peripheral route requires less cognitive effort because the subject forms attitudes based on signals about the target behavior rather than on the quality of the argument (Zhaoxing et al., 2018).

In conclusion, according to Petty and Cacioppo (1986), the central and peripheral routes differ in three ways. First, the processing method reveals that the information types from these two channels are distinct. Peripheral routes handle signals, while central routes handle message-related arguments. The central route is considerably superior to the peripheral route in terms of cognitive information processing. Thus, the central route requires a sophisticated comprehension of the presented arguments, whereas the peripheral route only requires positive or negative salient cues related to the attitude object (Chaiken & Maheswaran, 1994). Generally, the central route produces more durable, stable, and long-term behavior- predicting perceptual alterations than the peripheral route.

Purchase Intention

Wang and Yang (2008) define purchase intention as a physiological action or a decision to act that demonstrates a consumer's behavior toward a product. Purchase intention is comprised of behavioral aspects of consumers, such as consuming attitudes and propensities to act prior to a purchase decision (Thamrin, 2003). According to Wu et al. (2011), purchase intention is defined as the likelihood that consumers will be willing or intend to purchase specific products or services in the future. External influences from other people (Kotler & Keller, 2016), perceptions of perceived value and quality (Chiang & Jang, 2007) are just a few of the factors that can influence purchase intentions. Knowledge of attitudes, perceptions, and internal factors can be used to predict consumer behavior, which ultimately leads to purchase intentions (Fishbein & Ajzen, 1975). If consumers possess a positive purchase intention, they will also develop positive brand trust, which will encourage them to make purchases (Becerra & Badrinarayanan, 2013). In other words, consumers will act if they desire to, which is why attention is created (Imelia & Ruswanti, 2017).

Peña-García et al. (2020) define online purchase intention as the extent to which consumers are inclined to purchase products from online stores. Purchase intent exists when consumers have the intent and desire to make online purchases (Ali, 2016). Customers can return to online shopping platforms if they experience happiness while purchasing online, which increases the possibility of a substantial increase in intention to purchase (Hoffman & Novak, 1996). In social commerce, there are four factors that can influence a customer's intent to purchase: need, economy, dependability, and sales promotion (Shon & Kim, 2020). Riorini (2019) discovered that conducting an online survey of customer satisfaction on a shopping platform can increase customer purchase intentions, which can then be used to develop an online store's marketing strategy.

Additionally, purchase intention in live streaming purchasing can be interpreted as a consumer's decision to make purchases on the live streaming platform (Song & Liu, 2021). Changes in motivation, circumstances of purchase or consumption, needs, the availability of alternatives, the unavailability of products, and the availability of new information can influence customer decisions so that purchase intentions may or may not become actual purchases (Engel et al., 1995). Further, Sun et al. (2019) found that several factors, such as the coverage of purchasing guides and visibility, can influence the purchase intentions of customers during live streaming. Gu (2020) identified four factors that influence purchase decisions in live streaming: interactivity, content quality, price advantage, and personal appeal. Additionally, consumer purchasing choices across online shopping environments are closely linked to varying personal traits and behavioral tendencies (Ahmed et al., 2023).



Source Attractiveness

Attractiveness refers to a source's grace, beauty, sophistication, and sensuality (Ohanian, 1990). According to the Cambridge University Press. (n.d.), attractiveness is a social exchange psychological behaviour that generates delight or interest and attracts someone to a source by virtue of the source's admirable qualities and positive attributes. According to Ellegaard and Ritter (2007), attractiveness is a reciprocal relationship that depicts the mutual strength of two individuals. Attractiveness has become a crucial factor in advancing social objectives, products, or services (Zhaoxing et al., 2018). Additionally, attractiveness relates to the way the message is conveyed by the source whether the recipient considers the source to be dynamic, expressive, exciting, and interesting (Eisend, 2006). In social exchange theory, physical attractiveness plays a crucial role (Schiele & Gibbert, 2012). Physical attractiveness is an essential factor in an individual's initial assessment of others (Sugiyama, 2015). According to Johnson & Tassinari (2007), the motion and shape of the human body are responsible for the attractiveness that is perceived and produces social judgments. Attraction can be managed; a person can manipulate their interest in other individuals (Ellegaard & Ritter, 2007).

In marketing applications, Monash Business School (2018) characterises the source of attraction in personal selling as the seller's demeanour or preferences. Furthermore, McGuire (1985) describes a source attractiveness model with three components: (1) Likability, which is affection for the source due to the behaviour and physical appearance of the source, (2) similarity, which is a resemblance between the source and message recipient, and (3) familiarity, which is knowledge about the source of exposure. Therefore, attractiveness is achieved when the recipient can assume the preferences, ideas, attitudes, and behaviour of comparable sources and when the recipient desires a relationship with the source (Belch & Belch, 2013). Therefore, marketing interest is essential for increasing and generating sales (Riggio & Friedman, 1986). According to Mello et al. (2020), persuasive sources tend to be more engaging. According to McCracken (1989), there are two factors that influence the effectiveness of delivering messages: (1) trustworthiness, which means that the source conveys and makes a valid statement, and (2) expertness, which means that the perception of the source's ability is legitimate when making a statement. Therefore, increasing the source's attractiveness will increase positive attitude changes among recipients (Mello et al., 2020).

Streamers' Credibility

Ohanian (1990) defines credibility as the attractiveness, trustworthiness, and expertise of the source, in this case streamers, as perceived by the audience or receiver. According to Belch and Belch (2013), credibility is the extent to which recipients place their trust in sources with the experience and knowledge to provide impartial information. In the world of marketing, particularly advertising, supporting credibility is one of the factors that contribute to a source's credibility (Goldsmith et al., 2000). The credibility of the endorser refers to the extent to which the consumer can rely on the endorsement provided by the endorser (Ohanian, 1990). The source of a message influences both its persuasiveness and the subsequent actions of the recipient in response to the message (Todd & Melancon, 2018). Two factors determine the persuasiveness and credibility of a source: dependability and expertise (Belch & Belch, 2013; Hovland et al., 1953). So it can be said that source credibility is a positive attribute of the message's source that influences how the recipient responds to the message (Ohanian, 1990). Expertise, attractiveness, and dependability are multidimensional factors that contribute to a source's credibility (Eisend, 2006).

The product endorser in the context of live streaming purchasing is the streamer (Song & Liu, 2021). Streamers occupy a prominent role in live streaming purchasing (Yang et al., 2023). Clement Addo et al.



(2021) define a streamer as a central figure in the live streaming industry whose popularity and flow rate can support the assembling of consumers, thereby enabling them to achieve higher sales performance. Popular members of society, such as celebrities, MCs, key opinion leaders, celebrities, and artists, are examples of streamers whose services are typically advantageous for increasing sales (Li et al., 2020). As an intermediary between sellers and buyers, streamers must be knowledgeable about the product in order to provide recommendations to buyers; this will speed up the purchasing process for consumers (Xu et al., 2020). Establishing an emotional connection with customers through contagious expressions or personalised characters is one way for streamers to increase their credibility and trustworthiness with consumers, according to the suggestions provided (Wongkitrungrueng & Assarut, 2020). Consequently, streamer proficiency is a crucial aspect of establishing credibility in live streaming purchasing (Song & Liu, 2021). In the Indonesian live-stream landscape, this credibility functions as a core risk-mitigation tool that directly accelerates transaction intent (Hamidah et al., 2024).

Argument Quality

The quality of the argument is one of the fundamental concepts in ELM. According to Petty and Cacioppo (1981), the quality of an argument is the audience's subjective perception of the argument as a persuasive message consists of two strong and weak aspects of the argument. To produce an affective and cognitive response, the message must be supported by strong arguments, whereas weak arguments typically produce negative reactions and lead to counterarguments from the message conveyed (Areni & Lutz, 1988). This is consistent with Hoeken et al.'s (2020) belief that weak arguments tend to generate unfavorable thoughts, as opposed to powerful arguments, which frequently generate favourable thoughts. Strong arguments are persuasive, defensible, and logically sound, whereas weak arguments are simple to reject and susceptible to scepticism (Petty et al., 1981). Therefore, the quality of an argument is a person's ability to persuade and convince (Ahmadi & Hudrasyah, 2022).

Live streaming communication is persuasive communication, so the quality of the argument is significant in this context. The greater the positive impact on customers, the higher the quality of the argument and the stature of the trust extended to them (Chu & Kamal, 2008). The quality of the argument can be derived from a credible source (Liu et al., 2021) – in the context of live streaming, this can be accomplished by utilizing information from online reviews provided by streamers and other customers in advance. In addition, the quality of the presented arguments is one of the significant information variables that influence the adoption of consumer decision-making information (O'Keefe & Jackson, 1995). Thus, perceived persuasiveness and perceived informativeness identify argument quality among online customers (Liu et al., 2021). These two dimensions are used to explain how the information received can be used to persuade someone until that person takes action (Cheung et al., 2009).

According to Ferran and Watts (2008), the quality of an argument can be determined by assessing the accuracy, consistency, and totality of the received information. However, Zhaoxing et al. (2018) believe that the information scale used to assess the quality of arguments during live streaming is persuasive, helpful, informative, and valuable in the context of live streaming shopping. Consumers are more likely to adopt information that is helpful, relevant, and accurate, and as a result, they will place a higher value on content-based arguments (Xu & Yao, 2015; Cheng & Ho, 2015).

Interactivity

The definition of interactivity in the online world is the extent to which consumers can participate and communicate in real time (Steuer et al., 1995). Jiang et al. (2010) indicate interactivity as the capacity of



customers to acquire pertinent information and make purchasing decisions through mechanical and social interaction. The purpose of interactivity in media is to give users the ability to interchange information in real-time on demand, with control over the content, timing, and sequence of communications (Nguyen et al., 2022). In social media, the intensity and richness of interaction is divided into two dimensions: (1) Personalization, where interactions occur based on the preferences of the audience, and (2) Responsiveness, which represents the speed of how a person processes and responds to information (Kang et al., 2021; Chen & Liao, 2022). Interactivity is essential to online communication (Ou et al., 2014; Tajvidi et al., 2017). Interactivity entails forming relationships between sellers and customers in which both parties contribute to achieving high-quality communication (Ou et al., 2014). Active control, two-way communication, and synchrony are the three components of interactivity necessary for high-quality interactions in the resulting communication (Liu, 2003). Active control refers to the level of control participants have over the information exchanged; two-way communication is an interaction in which information flows in both directions; and synchrony refers to the degree to which participants can exchange information in sync (Hou et al., 2020).

In live streaming, sellers and buyers can interact simultaneously because streamers (i.e., sellers) can respond to queries from their audience about products and their audience receives the information they require in a timely manner (Hilvert-Bruce et al., 2018). Thus, live streaming boasts the greatest degree of interactivity in the world of online trading (Song & Liu, 2021). A process of interactive communication will make viewers feel close to the streamer and allow them to freely convey their opinions and messages in real time (Hou et al., 2020). Interactivity is one of the reasons why consumers prefer live streaming purchasing over traditional online shopping (Cai et al., 2018). In addition, live streaming's real-time interactivity can reduce information asymmetry, improve product comprehension, and increase consumer purchase intentions (Xu et al., 2022). Examples of interactive behavior in live streaming include recommending and appreciating content, sending pop-ups, giving virtual gifts, and providing entertaining, responsive, and personalized content (Yu et al., 2018; Wang & Li, 2020; Xue et al., 2020). Furthermore, content interactivity behaves as an engagement mechanism that substantially scales up a viewer's immediate purchase intention (Wismiarsi et al., 2024).

Streamers Credibility and Purchase Intention

In the environment of live-streaming shopping, consumers often face high levels of transaction and product uncertainty, making the trustworthiness and expertise of the host critical. Streamer credibility acts as a primary tool to mitigate these perceived risks, helping to alleviate buyer skepticism regarding product authenticity. When potential buyers perceive a streamer as a highly reliable and honest information source, their overall trust in the transactions increases. This collection of trust and positive alignment directly overcomes purchase hesitation, actively shifting consumer attitudes to generate higher product purchase intentions. Thus, hypothesis one of this study is:

H1: Streamers credibility positively influences purchase intention.

Source Attractiveness and Purchase Intention

Source attractiveness functions as a key component of the persuasive process, strongly determining how consumers react to promotional messages during live-streaming feeds. Attractive streamers—characterized by their engaging behaviors, physical appearances, and likable personal demeanors (i.e., hold a higher degree of social influence over their viewers). This heightened attraction alters receiver perceptions, making the stream much more engaging and making the audience more receptive to the product



endorsements. Ultimately, this positive psychological evaluation stimulates a strong desire for a relationship with the source, shifting customer behavior and translating directly into an increased intention to buy the endorsed items. Thus, hypothesis two of this study is:

H2: Source attractiveness positively influences purchase intention.

Interactivity and Purchase Intention

Live-streaming commerce sets itself apart from traditional online shopping by enabling real-time, two-way interactive communication between streamers and viewers. Features like answering user questions instantly through the comment column minimize information asymmetry and fulfill the audience's need for instant personalized content. This active social interaction creates an entertaining and sociable purchasing atmosphere, which fosters a sense of psychological closeness and familiarity with the host. By removing direct interaction barriers and generating an immersive shopping experience, high interactivity serves as a primary driver that maximizes consumer willingness to purchase the products. Thus, hypothesis three of this study is:

H3: Interactivity positively influences purchase intention.

Argument Quality and Purchase Intention

Argument quality represents the central route of persuasion, focusing on how effectively, accurately, and persuasively a streamer presents information about a product's performance and benefits. During live-streaming sessions on platforms like TikTok, viewers rely heavily on detailed, high-quality arguments, evaluations, and structured descriptions to understand a product's true utility without being able to touch it physically. When a streamer presents highly informative, clear, and logical arguments, it directly improves the viewer's product comprehension and significantly reduces doubts about quality. Consequently, this persuasive strength and clarity strongly reinforce the value of the product, successfully driving the consumer's intent to complete a purchase. Thus, hypothesis four of this study is:

H4: Argument quality positively influences purchase intention.

III. RESEARCH METHODOLOGY

Research Design and Approach

This study adopts a quantitative, explanatory research design utilizing a cross-sectional survey method to evaluate the factors influencing consumer behavior in a digital social commerce environment. Grounded in the Elaboration Likelihood Model (ELM), the research framework tests structural relationships across dual information-processing paths: the peripheral route (Streamers' Credibility and Source Attractiveness) and the central route (Interactivity and Argument Quality), mapping their subsequent impacts on Purchase Intention.

Population, Sampling, and Data Collection

The target population consists of Generation Z consumers in Indonesia who actively use the TikTok application. To ensure data relevance regarding live-streaming commerce, a purposive filtering criterion was applied: respondents must have watched or executed a commercial transaction on TikTok Live within the preceding 6 months.

Data collection was executed via a structured online questionnaire deployed across digital networks. A non-probability convenience sampling technique was leveraged to collect data efficiently. The structural



model contains a maximum of 2 independent paths targeting a single endogenous construct (Source Attractiveness → Purchase Intention and Argument Quality → Purchase Intention). Following empirical guidelines for statistical power in PLS-SEM, a final sample size of $N = 63$ valid respondents was established, exceeding the minimum requirements for a 95% confidence level.

Operationalization of Variables and Measurement

All latent constructs were operationalized using multi-item Likert scales (ranging from 1 = “Strongly Disagree” to 5 = “Strongly Agree”) adapted from validated marketing and organizational learning literature (see Table 1).

The empirical data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) executed through SmartPLS software. PLS-SEM is highly appropriate for this framework due to its robust predictive capabilities in complex, multi-route models and its flexibility with survey-derived data distribution properties. The evaluation follows a strict two-stage process: measurement model assessment and structural model assessment.

Table 1. Variable Indicators

Variable and Definition	Indicators
Streamers' Credibility (SC) measures perceived expertise, trustworthiness, and dependable public image. <i>Source: Song and Liu (2021).</i>	I think that the TikTok channel host... ...has an enjoyable live-streaming style; ...knows very much about the product/service; ...an expert on the product/service; ...gives viewers information about the product/service; ...will keep promises that he/she makes.
Source Attractiveness (SA) assesses the physical appeal, dynamism, and likability of the broadcaster. <i>Source: Reysen (2005) and Cai et al. (2018).</i>	The TikTok channel host was... ...likeable; ...approachable; ...very warm, ...quite handsome/pretty; ...attractive physically.
Interactivity (INT) captures real-time two-way communication, active system control, and synchronous responsiveness. <i>Source: Song and Liu (2021).</i>	The TikTok channel host... ...was willing to communicate with me; ...gives good advice; ...can respond to my specific questions quickly and efficiently; ...allows me to communicate in real time with others in live-streaming shopping; ...allows me to make purchases based on other consumers' real-time comments.
Argument Quality (AQ) evaluates the persuasiveness, helpfulness, and informativeness of product messages. <i>Source: Ahn et al. (2024)</i>	The TikTok channel host provides... ...detailed information; ...accurate information; ...reliable information; ...selective information for purchase choice; ...comparative information between products.
Purchase Intention (PI) determines the behavioral propensity or willingness to finalize a transaction via the live stream. <i>Source: Song and Liu (2021).</i>	I prefer purchasing products through live streaming; If I were going to buy the product online, I would consider buying the product through live streaming; I will have the purchase intention through live streaming even I do not have a need for shopping; When I am watching live streaming, I sometimes have the purchase intention even though I do not need to do the shopping; I prefer purchasing products through live streaming.



Measurement Model Assessment (Outer Model)

To verify that the latent constructs are statistically reliable and distinct before testing the structural paths, the outer model was evaluated against five established criteria. Indicator reliability was confirmed by checking that individual indicator outer loadings exceeded the standard threshold of 0.70, while internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability (CR), both of which were required to exceed 0.70 to indicate strong item correlation. Convergent validity was evaluated through the Average Variance Extracted (AVE), with a score greater than 0.50 confirming that each construct explains more than half of the variance in its own indicators.

Discriminant validity was verified using the Heterotrait-Monotrait Ratio (HTMT) and the cross-loadings matrix to confirm that the distinct constructs were empirically independent of one another, and a collinearity diagnostic was conducted via the indicator-level Variance Inflation Factor (VIF) to rule out severe multicollinearity, with values ideally remaining below 5.0.

Structural Model Assessment (Inner Model)

Once the measurement model met all reliability and validity criteria, the structural relationships were calculated. The inner model evaluation began with the path coefficients (β), which identify the strength, direction, and relative weight of each hypothesized relationship, followed by hypothesis testing conducted through a non-parametric bootstrapping procedure using 5,000 resamples (two-tailed testing, 95% confidence intervals) to generate t-statistics and p-values; a path was considered statistically significant when $t > 1.96$ and $p < 0.05$.

The model's explanatory power was assessed through the coefficient of determination (R^2), which captures the proportion of variance explained in the endogenous variables by their collective predictors, while effect size (f^2) was used to examine the relative impact of each individual independent variable on an endogenous construct.

Table 2. Respondent Profile (N = 63)

Category	Group	n	%
Gender	Female	42	66.7%
	Male	21	33.3%
Age	0-29 years	24	38.1%
	30-45 years	13	20.6%
	46-61 years	26	41.3%
Education	SMA/SMK (Senior High School)	14	22.2%
	D3 (Associate Degree)	2	3.2%
	D4/S1 (Bachelor's Degree)	39	61.9%
	S2 (Master's Degree)	8	12.7%
Ever watched TikTok Live	Yes	55	87.3%
	No	8	12.7%
TikTok Live as main s-commerce channel	Yes	15	23.8%
	No	48	76.2%



IV. RESULTS AND DISCUSSION

Respondent Profile

Data collection yielded a final sample of $N = 63$ valid responses from Indonesian TikTok users who met the purposive filtering criterion of having watched or transacted on TikTok Live within the preceding six months. The demographic composition of the sample is summarized in Table 2.

The sample skews female (66.7%) and is fairly evenly split across age brackets, with respondents aged 46-61 years forming the single largest group (41.3%), followed closely by those aged 0-29 years (38.1%). This age spread is broader than the Generation Z profile emphasized in the Introduction, indicating that the realized sample captures a wider cross-section of Indonesian TikTok Live viewers rather than a Gen Z-exclusive population; this composition is addressed further as a limitation in the Conclusion. The majority of respondents hold a bachelor's degree (61.9%), and most (87.3%) reported having watched a TikTok Live session, confirming the relevance of the sample to the study's live-streaming commerce context. Notably, only 23.8% consider TikTok Live their primary online shopping channel, suggesting that for most respondents TikTok Live is a supplementary rather than dominant shopping avenue-consistent with the hesitancy toward live-streaming purchases described in the Introduction.

Descriptive Statistics

Construct-level descriptive statistics, computed by averaging the retained indicators for each construct, are reported in Table 3. All construct means fall within the middle-to-upper range of the five-point scale, with Interactivity showing the highest mean agreement ($M = 3.77$) and Purchase Intention the lowest ($M = 2.98$). The comparatively low mean for Purchase Intention corroborates the Introduction's observation that, despite favorable perceptions of streamers' credibility, attractiveness, interactivity, and argument quality, many viewers remain hesitant to convert that favorable impression into an actual purchase.

Table 3. Construct-Level Descriptive Statistics

Construct	Items Retained	Mean	SD Range
Streamers' Credibility (SC)	5 (SC1-SC5)	3.66	0.85 - 1.11
Source Attractiveness (SA)	5 (SA6-SA10)	3.65	0.84 - 0.99
Interactivity (INT)	3 (INT11-INT13)	3.77	0.92 - 0.96
Argument Quality (AQ)	5 (AQ16-AQ20)	3.52	0.91 - 1.04
Purchase Intention (PI)	3 (PUR21-PUR23)	2.98	1.06 - 1.28

Measurement Model Assessment (Outer Model)

Consistent with the two-stage PLS-SEM procedure outlined in the Methodology, the outer model was evaluated first. Three indicators-PUR24, INT14, and INT15-were removed prior to the final estimation because their outer loadings fell below the 0.70 threshold, leaving three indicators for Interactivity and three for Purchase Intention in the final model.

Nearly all retained indicators loaded above 0.70. The single exception, PUR23 (0.642), was retained because removing it would leave Purchase Intention with only two indicators, and the construct's Composite Reliability and AVE (Table 5) remained well above the recommended thresholds even with PUR23 included.



Table 4. Indicator Reliability (Outer Loadings)

Construct	Indicator	Loading
Streamers' Credibility	SC1 / SC2 / SC3 / SC4 / SC5	0.814 / 0.890 / 0.831 / 0.852 / 0.757
Source Attractiveness	SA6 / SA7 / SA8 / SA9 / SA10	0.854 / 0.892 / 0.887 / 0.784 / 0.801
Interactivity	INT11 / INT12 / INT13	0.855 / 0.928 / 0.900
Argument Quality	AQ16 / AQ17 / AQ18 / AQ19 / AQ20	0.754 / 0.893 / 0.927 / 0.815 / 0.823
Purchase Intention	PUR21 / PUR22 / PUR23	0.877 / 0.903 / 0.642

All five constructs exceed the 0.70 threshold for Cronbach's Alpha and Composite Reliability, confirming strong internal consistency. Likewise, every AVE value exceeds 0.50 (ranging from 0.666 for Purchase Intention to 0.801 for Interactivity), indicating that each construct explains more than half of the variance in its own indicators and satisfying the convergent validity requirement.

Table 5. Internal Consistency Reliability and Convergent Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Streamers' Credibility	0.887	0.903	0.917	0.689
Source Attractiveness	0.899	0.905	0.926	0.714
Interactivity	0.875	0.882	0.923	0.801
Argument Quality	0.898	0.900	0.925	0.713
Purchase Intention	0.749	0.821	0.854	0.666

Diagonal values (bold in the original SmartPLS output, shown here as the square root of each construct's AVE) exceed the corresponding off-diagonal inter-construct correlations in nearly every case, supporting discriminant validity. One exception is noteworthy: the correlation between Argument Quality and Interactivity (0.865) marginally exceeds the square root of Argument Quality's AVE (0.844). Cross-loadings were also inspected, and every indicator loaded most strongly on its intended construct, so this single borderline case does not indicate a fundamental measurement problem. Substantively, it is plausible given that both constructs represent central-route, cognitively engaging cues in the Elaboration Likelihood Model (Petty & Cacioppo, 1986) and may be perceived by respondents as overlapping aspects of a competent, communicative streamer. This overlap is revisited as a limitation in the Conclusion.

Table 6. Discriminant Validity (Fornell-Larcker Criterion)

Construct	AQ	INT	PI	SA	SC
Argument Quality (AQ)	0.844				
Interactivity (INT)	0.865	0.895			
Purchase Intention (PI)	0.547	0.493	0.816		
Source Attractiveness (SA)	0.723	0.746	0.594	0.845	
Streamers' Credibility (SC)	0.792	0.832	0.641	0.825	0.830

Collinearity diagnostics (outer VIF) showed that most indicators fell below the conservative threshold of 5.0. Two indicators within Argument Quality, AQ17 (VIF = 5.929) and AQ18 (VIF = 7.390), exceeded this threshold, and two Source Attractiveness indicators, SA7 (VIF = 4.915) and SA8 (VIF = 4.882), approached it. Because all indicators are reflective rather than formative, elevated outer VIF is less



consequential for model validity than it would be in a formative measurement model, but it does reinforce the interpretation that some indicators within these constructs are capturing closely related content.

Structural Model Assessment (Inner Model)

Having satisfied the reliability and validity criteria of the outer model, the structural (inner) model was estimated. The four exogenous constructs jointly explained 44.9% of the variance in Purchase Intention ($R^2 = 0.449$; adjusted $R^2 = 0.411$), indicating a moderate level of explanatory power for a consumer-behavior model of this kind. Overall model fit was acceptable but not strong (SRMR = 0.085, slightly above the conventional 0.08 cut-off; NFI = 0.681), a point returned to in the limitations discussed in the Conclusion.

Hypothesis testing was conducted via bootstrapping with 5,000 resamples. Table 7 summarizes the path coefficients, t-statistics, p-values, and decisions for all four hypothesized relationships.

Table 7. Path Coefficients and Hypothesis Testing

Hypothesis	Path	β	t-statistic	p-value	Decision
H1	Streamers' Credibility $\rightarrow$ Purchase Intention	0.284	3.422	0.001	Supported
H2	Source Attractiveness $\rightarrow$ Purchase Intention	0.121	1.551	0.121	Not Supported
H3	Interactivity $\rightarrow$ Purchase Intention	0.245	3.224	0.001	Supported
H4	Argument Quality $\rightarrow$ Purchase Intention	0.312	3.852	0.000	Supported

Discussion

Overall, three of the four hypothesized paths were statistically supported, with Argument Quality emerging as the strongest predictor of Purchase Intention ($\beta = 0.312$), followed by Streamers' Credibility ($\beta = 0.284$) and Interactivity ($\beta = 0.245$). Source Attractiveness was the sole non-significant path ($\beta = 0.121$, $p = 0.121$). Read through the lens of the Elaboration Likelihood Model, this pattern indicates that both the central route of persuasion (Argument Quality) and one peripheral cue (Streamers' Credibility), together with the interactive, real-time nature of live commerce (Interactivity), meaningfully shape purchase decisions, whereas the purely peripheral, appearance-based cue of Source Attractiveness does not. This directly addresses the research gap identified in the Introduction: prior studies disagreed on which streamer characteristics matter most, and the present findings suggest credibility and interactivity are decisive while attractiveness plays a comparatively minor role-aligning with the strand of literature that downplays attractiveness rather than the strand that treats it as decisive.

Streamers' Credibility and Purchase Intention (H1)

H1 was supported ($\beta = 0.284$, $t = 3.422$, $p = 0.001$), confirming that consumers who perceive a TikTok Live host as knowledgeable, trustworthy, and dependable are more inclined to purchase the products presented. This finding is consistent with the theoretical account developed in the Literature Review: credibility functions as a peripheral cue that reduces the cognitive uncertainty and perceived risk inherent in live-streaming transactions (Ohanian, 1990; Belch & Belch, 2013). Because viewers cannot physically inspect products during a livestream, they appear to lean on the streamer's perceived expertise and honesty as a proxy for product quality, which in turn lowers purchase hesitation.

Source Attractiveness and Purchase Intention (H2)

H2 was not supported ($\beta = 0.121$, $t = 1.551$, $p = 0.121$). While physical attractiveness and likability may draw initial attention to a livestream, the results suggest this appeal does not translate into a statistically significant increase in the intention to purchase once credibility, interactivity, and argument quality are



accounted for. This is consistent with the strand of prior literature suggesting that attractiveness has limited direct impact on purchase decisions (as noted in the Introduction) and supports an ELM-based interpretation: attractiveness operates as a purely peripheral, low-elaboration cue, and in a transactional context where consumers are evaluating whether to spend money, that cue alone appears insufficient to overcome the need for substantive information about the product. Respondents seem to prioritize concrete cues-competence, responsiveness, and information quality-over the streamer's physical appeal.

Interactivity and Purchase Intention (H3)

H3 was supported ($\beta = 0.245$, $t = 3.224$, $p = 0.001$). Consumers who experience real-time, two-way communication with a streamer-through comment replies, live Q&A, and responsive product demonstrations-report higher purchase intention. This supports the view that interactivity reduces information asymmetry and builds a sense of psychological closeness between viewer and host (Hou et al., 2020; Xu et al., 2022), and reinforces live streaming's distinctive advantage over static e-commerce formats: its capacity for synchronous, on-demand dialogue.

Argument Quality and Purchase Intention (H4)

H4 was supported and yielded the strongest path coefficient in the model ($\beta = 0.312$, $t = 3.852$, $p = 0.000$). When streamers present detailed, accurate, and persuasive information about a product, viewers appear to process this content through the ELM's central route, forming more confident and durable judgments about product value (Petty & Cacioppo, 1986). That Argument Quality outperforms every peripheral cue in this study-including credibility-suggests that, for this sample, substantive product information is the single most influential factor in converting live-stream viewership into purchase intention.

V. CONCLUSION

This study set out to examine how streamers' credibility, source attractiveness, interactivity, and argument quality influence consumer purchase intention during TikTok Shop live-streaming sessions among Indonesian consumers, using the Elaboration Likelihood Model as a theoretical lens. Based on PLS-SEM analysis of 63 valid responses, three of the four hypothesized relationships were statistically supported. Streamers' Credibility ($\beta = 0.284$), Interactivity ($\beta = 0.245$), and Argument Quality ($\beta = 0.312$) each exerted a significant positive effect on Purchase Intention, while Source Attractiveness ($\beta = 0.121$) did not. Together, these four constructs explained 44.9% of the variance in Purchase Intention.

These findings help resolve the inconsistencies identified in prior research. Rather than attractiveness or argument quality alone driving purchase behavior, the results indicate that consumers respond most strongly to substantive, well-argued product information (the central route of persuasion) and to a streamer's perceived competence and trustworthiness (a credibility-based peripheral cue), while a streamer's physical appeal or likability, in isolation, does not meaningfully move consumers toward a purchase. The elevated interactivity effect further confirms that the real-time, conversational nature of live commerce is a genuine driver of conversion, and not merely a feature that differentiates TikTok Shop from conventional e-commerce in name only.



Theoretical Implications

This study contributes to the live-streaming commerce literature by empirically testing the Elaboration Likelihood Model's dual-route framework within Indonesia's TikTok Shop context, a fast-growing but under-researched social commerce environment. The results demonstrate that the model's two routes do not operate with equal strength in this setting: the central route (Argument Quality) and the interactivity dimension of engagement outperform the peripheral, appearance-based route (Source Attractiveness), while a trust-based peripheral cue (Streamers' Credibility) remains influential. This nuanced pattern extends ELM-based s-commerce research by showing that peripheral cues are not uniformly influential-their effect depends on whether the cue signals substantive trustworthiness or mere physical appeal.

Practical Implications

For TikTok Shop sellers, brands, and streamer talent, the findings suggest that resources are better invested in strengthening a streamer's perceived expertise and honesty, sharpening the clarity and accuracy of product arguments, and maximizing real-time audience engagement, rather than prioritizing a host's physical attractiveness. Practical steps include training streamers to deliver detailed, accurate, and well-structured product information; equipping them with verifiable product knowledge and credentials that can be communicated on-air; and actively encouraging two-way engagement through timely responses to viewer comments and questions. Platform managers and marketers designing live-streaming strategies should treat interactivity features (comment responsiveness, live Q&A, real-time demonstrations) as core conversion levers rather than secondary engagement tools.

Limitations and Future Research

Several limitations qualify these conclusions and point to directions for future research. First, the final analyzed sample ($N = 63$) is considerably smaller than the anticipated in the study's methodology, and its age distribution extends well beyond the Generation Z population that motivated the study, with respondents aged 46-61 forming the largest single age bracket. Future studies should replicate this model with a larger sample deliberately screened for Generation Z respondents to more precisely test the hypotheses within the intended population. Second, non-probability convenience sampling limits the generalizability of the findings to the broader population of Indonesian TikTok Shop users. Third, the overall model fit indices ($\text{SRMR} = 0.085$; $\text{NFI} = 0.681$) were acceptable but not strong, and a mild discriminant validity overlap was observed between Argument Quality and Interactivity, suggesting these two central-route constructs may be perceived by consumers as closely related facets of a competent, communicative streamer rather than fully distinct dimensions; future work could explore whether they load onto a single higher-order construct. Fourth, this study relied on a cross-sectional design and self-reported purchase intention rather than observed purchase behavior, so future research employing longitudinal designs or behavioral/transactional data would strengthen causal inference. Finally, future studies could extend this model by incorporating mediating variables such as trust or attitude toward the product, and by testing the framework across other live-streaming platforms beyond TikTok Shop to assess the generalizability of these findings.



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