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LIVE SHOPPING AND HOST APPEAL EFFECTS ON GEN Z PURCHASE INTENTION: TRUST MEDIATION

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Abstract

Live shopping on TikTok Shop has become a popular digital marketing strategy among Generation Z (Gen Z). However, its effectiveness may depend on live shopping experiences, host appeal, and consumer trust. This study examines the effects of live shopping and host appeal on Gen Z consumers' purchase intention on TikTok Shop, with trust as a mediating variable. A quantitative associative approach was applied to 100 Gen Z TikTok Shop users in Cirebon City, Indonesia. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3. The findings indicate that live shopping and host appeal significantly and positively influence both trust and purchase intention. Trust also has a significant positive effect on purchase intention and emerges as the strongest predictor (β = 0.382; t = 4.983; p < 0.05). Furthermore, trust significantly mediates the effects of live shopping and host appeal on purchase intention. These findings highlight the importance of trust in strengthening the influence of live shopping and host appeal on Gen Z purchase intention and extend the Theory of Planned Behavior to the live commerce context. Practically, TikTok Shop sellers should provide transparent and interactive live shopping experiences and utilize credible and appealing hosts to build consumer trust. The findings are contextually limited to Gen Z TikTok Shop users in Cirebon City, Indonesia, and may not be generalizable to other regions or consumer groups.

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INTRODUCTION

The development of social commerce has transformed how consumers obtain information and make online purchases on a single platform. One rapidly growing form of social commerce is live shopping, a marketing activity that combines live streaming with real-time interaction between sellers and consumers. Zhang et al. (2022) state that live shopping can increase engagement, trust, and purchase intent through more interactive two-way communication. In line with this, Anindasari & Tranggono (2023) found that a host's communication skills and credibility influence consumers purchasing decisions on the TikTok Shop platform.

In Indonesia, TikTok is one of the most widely used platforms among Generation Z (Gen Z). According to a survey reported by Kompas.com (2025), 42.27% of Gen Z consumers use TikTok as their primary social media platform. A survey conducted by Jakpat and reported by Alinea.id (2024) found that 86% of e-commerce users have visited a live shopping session, and 65% of them have made a purchase during such a

session. The high frequency of TikTok usage suggests that live shopping represents a promising marketing strategy for influencing Gen Z's purchasing behavior on the TikTok Shop platform. However, previous research still leaves several gaps. Arfiansyah & Alam (2024) only examined the influence of live shopping on purchase intention without considering host appeal and trust. Wang et al. (2025) demonstrated that host attractiveness influences purchase intention but did not examine the mediating role of trust.

Theoretically, this study integrates the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), source credibility and source attractiveness literature, and the Stimulus-Organism-Response (S-O-R) framework to provide a more comprehensive explanation of Gen Z's purchase intention in live shopping. Within TPB, purchase intention is shaped by attitude, subjective norms, and perceived behavioral control. Live shopping is positioned as an antecedent of consumers' attitudes because the real-time, transparent, and interactive nature of the broadcast shapes consumers' evaluations of the shopping experience.

Host appeal is explained through the source credibility and source attractiveness literature, which suggests that characteristics such as attractiveness, expertise, and trustworthiness can enhance message persuasiveness and influence consumers' evaluations and behavioral intentions. Rather than directly equating host appeal with subjective norms, this study views an appealing and credible host as a socially influential source whose recommendations may contribute to consumers' perceptions of social approval and normative expectations. In this sense, the theoretical relevance of host appeal to TPB lies in the potential influence of a persuasive source on consumers' perceptions of what significant or influential others recommend or endorse. This perspective is consistent with empirical studies showing that influencers, opinion leaders, and credible online communicators can shape consumers' perceptions, attitudes, and behavioral intentions through social influence and recommendation processes.

To explain the psychological mechanism linking these external cues to behavioral intention, this study also draws on the Stimulus-Organism-Response (S-O-R) framework. In this framework, live shopping features and host appeal act as environmental stimuli (S) that are cognitively and affectively processed by consumers as the organism (O), manifested in this study as trust, before producing a behavioral response (R) in the form of purchase intention. Trust therefore functions as an internal mechanism that reduces perceived risk and uncertainty and strengthens consumers' confidence when making purchasing decisions.

RESEARCH METHODS

This study employed an associative research design with a quantitative approach. According to Suryani & Hendryadi (2015), associative research aims to analyze the relationships between independent variables and the dependent variable within a single research model. This study was conducted in the city of Cirebon. Cirebon was selected as the research focus because it represents a secondary city whose social commerce dynamics differ from those of established metropolitan markets such as Jakarta, Bandung, or Surabaya: as a trading hub connecting the northern coast of West Java with Central Java, the city has a dense micro and small enterprise (UMKM) base and a rapidly growing TikTok Shop adoption rate among its Gen Z population, yet it remains under-represented in existing live shopping and social commerce research,

which has largely concentrated on respondents in major metropolitan areas. Examining a secondary-city context such as Cirebon therefore helps test whether live shopping and host appeal mechanisms observed in metropolitan settings also hold in a local, semi-urban social commerce environment.

The research focus was on purchase intent regarding live shopping on TikTok Shop. Based on data from the BPS (update in February, 2026) Gen Z of Cirebon City amounting 84.373 people. The sample size was determined using the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = Sample Size
N = Population Size
e = Margin of eror (10%)

Then:

$$n = \frac{84{,}373}{1 + 84{,}373\ (0{,}1)^2} \quad n = \frac{84{,}373}{844{,}73}$$

$$n = 99{,}88 \approx 100$$

The sample size was initially determined using a 10% margin of error based on the sampling approach employed in this study, resulting in a total of 100 respondents. However, the adequacy of the sample for PLS-SEM analysis was also considered from the perspective of statistical power. In PLS-SEM, sample size adequacy should not be determined solely based on the number of constructs but should consider the complexity of the structural model, particularly the maximum number of predictors pointing to an endogenous construct and the minimum effect size to be detected. Kock & Hadaya (2018) recommend the inverse square root method as a more rigorous approach than the traditional 10-times rule for evaluating minimum sample size requirements. The slovin formula was used to determine the minimum sample size, while purposive sampling was used to select respondents who met the predetermined eligibility criteria. The data used were primary data obtained through a structured questionnaire distributed to 100 respondents based on indicators of live shopping, host appeal, trust, and purchase interest, using a 1–5 Likert scale. The sampling technique employed was purposive sampling. The questionnaire was distributed online via Google Forms. To ensure respondents met the criteria for purposive sampling, screening questions were posed as follows: (1) respondent age; to ensured that respondents belonged to Generation Z, (2) Domiciled in Cirebon City, (3) TikTok Shop users for at least 3 months, (4) having watched and participated in live shopping sessions on TikTok Shop, (5) being interested in purchasing or having previously made a purchase during a live shopping session on TikTok Shop. The variables in this study were operationalized as follows:

Table 1 Operationalization of Variables

Variable	Main Indicators	Reference Source
Live Shopping (X1)	Interactivity, Social Experience, Emotional Appeal, Special Offers.	(Shodiqi., 2025)
Hots Appeal (X2)	Popularity, Credibility, Appeal, Power.	(Basid et al., 2025)
Trust (Z)	Credibility of the Seller's or Host's Account, Consistency of Information and Product Reality, Transaction Security	(Putri & Binastuti, 2024)
Purchase Intention	Transactional Interest, Referential Interest,	(Novandari &

Variable	Main Indicators	Reference Source
(Y)	Preferential Interest, Exploratory Interest.	Munawaroh, 2022)

The data analysis technique used in this study is Structural Equation Modeling (SEM) with Partial Least Squares (PLS), utilizing the Smart-PLS version 3 software. Outer model tests—including convergent validity, discriminant validity, and composite reliability—were conducted to ensure that the measurements used are suitable for assessment (valid and reliable). Model fit tests were used to determine and evaluate the model's fit and suitability for the data. Prior to hypothesis testing, inner model tests—including R-Square and multicollinearity tests—were conducted to examine the relationships between the independent and dependent variables.

Hypothesis testing was performed using the T-test and the indirect effect test. The T-test was used to determine the partial effects of each independent variable, while the indirect effect test was used to determine the effect of independent variables on the dependent variable through a mediating variable.

RESULTS AND DISCUSSION

This study involved 100 Generation Z respondents who are active or have previously participated in live shopping sessions and are interested in making purchases during live shopping sessions on TikTok Shop. The characteristics of the respondents are presented as follows:

Table 2 Respondent Characteristic

Characteristic	Category	Frequency	Percentage
Age	18 – 20 years old	34	34%
	21 – 25 years old	55	55%
	26 – 29 years old	11	11%
Gender	Male	26	26%
	Female	74	74%
Residence	Cirebon City	100	100%
	Cirebon Regency	0	-
Last Time Using Tiktok Shop	Last Month	80	80%
	Last 3 Months	20	20%
Have You Ever Wacthed or Participated in Live Shopping on Tiktok Shop	Yes, I have	100	100%
Have Purchase/interested Purchasing?	No, I haven't	0	-
	Yes, I have	100	100%
	No, I haven't	0	-

Based on Table 2 above, the majority of respondents were in the 21–25 age range, totaling 55 respondents or 55% of all study respondents. The majority of respondents were female, totaling 74 respondents or 74% of all study respondents. All respondents reside in the city of Cirebon. Based on the last time they used the TikTok Shop app, the majority of respondents accessed TikTok Shop within the last month—80 respondents, or 80% of the total study respondents. All respondents actively watched or participated in live shopping sessions on TikTok Shop. All respondents reported having made a purchase or being interested in making a purchase during live shopping on TikTok Shop.

Convergent Validity Test

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Table 3 Convergent Validity Test

	Host Appeal	Live Shopping	Purchase Intention	Trust
D1	0.802			
D2	0.768			
D3	0.808			
D4	0.709			
D5	0.800			
D6	0.818			
D7	0.703			
D8	0.804			
L1		0.771		
L2		0.702		
L3		0.780		
L4		0.831		
L5		0.799		
L6		0.833		
L7		0.790		
L8		0.830		
M1			0.784	
M2			0.771	
M3			0.776	
M4			0.792	
M5			0.785	
M6			0.773	
M7			0.876	
M8			0.786	
M9			0.763	
T1				0.725
T2				0.795
T3				0.761
T4				0.710
T5				0.768
T6				0.872
T7				0.713
T8				0.788

The results of the convergent validity test (validity test) for outer loadings were obtained from the correlation between the indicator values and their construct values (loading factors), provided that the loading factor value for each indicator was >0.70. Based on the test results, all indicators of Host Appeal had outer loadings ranging from 0.703 to 0.818. The Live Shopping variable had outer loadings ranging from 0.702 to 0.833. The Purchase Interest variable had outer loadings ranging from 0.763 to 0.876. The Trust variable has outer loadings ranging from 0.710 to 0.872. All item values in this study exceeded the minimum threshold of 0.70; therefore, the indicators are deemed valid. It can be concluded that every item used in the questionnaire met the criteria for convergent validity and demonstrated that all indicators contribute effectively to measuring the variables under study.

Discriminant Validity Test

Table 4 Discriminant Validity Test (HTMT)

	Host Appeal	Live Shopping	Purchase Intent	Trust
Host Appeal				
Live Shopping	0.160			
Purchase Intention	0.566	0.517		
Trust	0.572	0.491	0.704	

Based on the results of the HTMT test above, the constructs in this study show no issues regarding discriminant validity; that is, each construct possesses good discriminant validity. The test results indicate that the HTMT values range from 0.160 to 0.704. The highest value, 0.704, is found in the relationship between Purchase Interest and Trust, while the relationships between the other constructs fall below this value. These varying construct values indicate that there is no overlap among the variables within the research model. All variables in this study have met the discriminant validity standard through the HTMT test because they show values <0.90.

Table 5 Discriminant Validity Test (FLC)

	Host Appeal	Live Shopping	Purchase Intent	Trust
Host Appeal	0.777			
Live Shopping	0.140	0.793		
Purchase Intention	0.520	0.479	0.790	
Trust	0.526	0.459	0.652	0.768

Based on the results of the discriminant validity test using the FLC test, it was found that the values of each construct were higher than those of the other constructs. The value for the Host Appeal variable was 0.777, the Live Shopping variable was 0.793, the Purchase Interest variable was 0.790, and the Trust variable was 0.768. This also indicates that the constructs used in this study possess good discriminant validity.

Table 6 Discriminant Validity Test (Cross-Loading)

Construct	Indicators	Loading range	Highest cross-loading	Min. gap*
Host Appeal	8 (D1–D8)	0.703–0.818	0.468 (D6)	0.255 (D4)
Live Shopping	8 (L1–L8)	0.702–0.833	0.493 (L6)	0.340 (L6)
Purchase Intention	9 (M1–M9)	0.763–0.876	0.608 (M4)	0.184 (M4)
Trust	8 (T1–T8)	0.710–0.872	0.588 (T2)	0.207 (T2)

*Min. gap = smallest difference between an indicator's loading on its own construct and its highest loading on any other construct. Values in parentheses indicate the indicator concerned.

Based on the figure above, the results of the discriminant validity test via cross-loading indicate that all indicators of all variables in this study are valid because the factor loading values for each indicator are greater than the cross loading values. The indicators for Host Appeal, Live Shopping, Purchase Intention, and Trust all exhibit the highest values within their respective constructs compared to other constructs.

In the discriminant validity tests—including the HTMT test, the FLC test, and the cross-loading test—the indicators and constructs in this study yielded valid results, meaning there is no interdependence between the indicators or constructs. Therefore, it can be concluded that the analysis conducted in this study demonstrates good discriminant validity.

Composite Reliability Test

Table 7 Composite Reliability Test

	Cronbach's alpha	Composite reliability (rho_c)
Host Appeal	0.906	0.924
Live Shopping	0.915	0.931
Purchase Intention	0.925	0.937
Trust	0.900	0.920

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Based on the figure above, the Cronbach's alpha test results for the Host Appeal variable were 0.906, for the Live Shopping variable 0.915, for the Purchase Interest variable 0.925, and for the Trust variable 0.900. Meanwhile, the composite reliability values were 0.924 for the Host Appeal variable, 0.931 for the Live Shopping variable, 0.937 for the Purchase Interest variable, and 0.920 for the Trust variable. Since all variable values are above 0.70, it can be concluded that, based on Cronbach's alpha values, this construct has high reliability, and the research instrument used is considered consistent in measuring the research variables.

Meanwhile, looking at the AVE values, the AVE for the Host Appeal variable is 0.604, for the Live Shopping variable is 0.629, for the Purchase Intention variable is 0.624, and for the Trust variable is 0.590. All of these variables indicate that each variable used in this study meets the required reliability standards as measured by the AVE values; thus, the questionnaire instrument used is considered consistent and reliable as a measurement tool in the data analysis process for this study.

All variables in this study's construct have values greater than 0.70 for both Cronbach's alpha and composite reliability, and values greater than 0.50 for AVE; therefore, it can be concluded that the research data are reliable and the research instrument is considered consistent.

Model FIT Test

Table 8 Model FIT Test

	Saturated model	Estimated model
SRMR	0.063	0.063
d_ULS	2.237	2.237
d_G	1.251	1.251
Chi-square	602.313	602.313
NFI	0.755	0.755

Based on the results of the model fit test above, the SRMR value of 0.063 is below 0.10, indicating that the model meets the criteria for model acceptability. The proposed research model exhibits a good level of fit with the empirical data and is suitable for use in this study.

R-Square Test

The coefficient of determination (R-Square) test is used to measure the extent of the independent variables' influence on the dependent variable, either directly or through mediation. The R-Square test has threshold values of 0.67 (strong), 0.33 (moderate), and 0.19 (weak).

Table 9 R-Square Test

	R-square	R-square adjusted
Purchase Intention	0.523	0.508
Trust	0.428	0.416

Based on Figure 12 above, the results of the coefficient of determination test show an R-Square value of 0.523 for the Purchase Interest variable. This result indicates that 52.3% of the variation in the Purchase Interest variable can be explained by the variables Live Shopping, Host Appeal, and Trust. Meanwhile, the R Square value for the

Trust variable is 0.428, indicating that 42.8% of the variation in the Trust variable can be explained by the Live Shopping and Host Appeal variables. This value indicates that the model has moderate explanatory power, meaning the independent variables are able to explain the dependent variable fairly well.

Multicollinearity Test

Table 10 Multicolineary Test

	VIF
Host Appeal -> Purchase Intention	1.408
Host Appeal -> Trust	1.020
Live Shopping -> Purchase Intention	1.290
Live Shopping -> Trust	1.020
Trust -> Purchase Intention	1.749

Based on Figure 8 showing the results of the multicollinearity test above, the VIF values among the independent variables are all <10. This indicates that no strong linear relationships were found among these independent variables. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this study, and the data meet the requirements for further analysis.

Hypothesis Testing
T-Test

Table 11 T-Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Host Appeal-> Purchase Intention	0.283	0.276	0.096	2.945	0.003
Host Appeal -> Trust	0.471	0.478	0.076	6.162	0.000
Live Shopping -> Purchase Intention	0.264	0.267	0.083	3.198	0.001
Live Shopping -> Trust	0.393	0.399	0.078	5.058	0.000
Trust -> Purchase Intention	0.382	0.387	0.077	4.983	0.000

Based on Figure 9 in the partial hypothesis testing, the results show that the Host Attractiveness variable has a positive effect on Purchase Interest, as indicated by a path coefficient of 0.283 and a of 2.945. The test results show that Host Appeal has a positive effect on Trust, as indicated by a path coefficient of 0.471 and a of 6.162.

The test results show that the Live Shopping variable has a positive effect on Purchase Intention, as indicated by a path coefficient of 0.264 and a of 3.198. The test results also show that Live Shopping has a positive effect on Trust, as indicated by a path coefficient of 0.393 and a of 5.058. The results of the test on the Trust variable show a positive effect on Purchase Intention, as indicated by a path coefficient of 0.382 and a of 4.983.

Indirect Effect Test

Table 12 Indirect Effect Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Host Appeal-> Trust -> Purchase Intention	0.180	0.186	0.052	3.481	0.001
Live Shopping -> Trust -> Purchase Intention	0.150	0.153	0.041	3.672	0.000

Based on the figure above, the results of the indirect effect test examine the relationship between the independent variable and the dependent variable as mediated by the mediating variable. The results show that the effect of Host Appeal on Purchase Intention, mediated by Trust, yields a of 3.772 and a p-value of 0.000. Furthermore, the relationship between the Live Shopping variable and Purchase Intention, mediated by Trust, shows a of 3.352 and a p-value of 0.001. These test results indicate a positive and significant effect, showing that the independent variables, influenced by the mediating variable, have an impact on the dependent variable, with a >1.96 and a p-value <0.05.

To determine the type of mediation, the direct and indirect effects of each independent variable on Purchase Intention were evaluated simultaneously using the Variance Accounted For (VAF) criterion (Hair et al., 2017), where VAF below 20% indicates no mediation, 20%–80% indicates partial mediation, and above 80% indicates full mediation. For the Live Shopping → Trust → Purchase Intention pathway, the indirect effect (0.393 × 0.382 = 0.150) combined with the direct effect of Live Shopping on Purchase Intention (0.264) yields a total effect of 0.414, so VAF = 0.150 / 0.414 = 36.2%. For the Host Appeal → Trust → Purchase Intention pathway, the indirect effect (0.471 × 0.382 = 0.180) combined with the direct effect of Host Appeal on Purchase Intention (0.283) yields a total effect of 0.463, so VAF = 0.180 / 0.463 = 38.9%. Because both VAF values fall between 20% and 80%, and because the direct effects of Live Shopping and Host Appeal on Purchase Intention remain statistically significant even after Trust is included in the model, Trust is confirmed to act as a partial mediator rather than a full mediator: live shopping and host appeal continue to influence Gen Z consumers' purchase intention directly, while also exerting a further, smaller effect that operates through the trust-building mechanism.

DISCUSSION

Based on the analysis of respondents' responses, the findings provide empirical support for the proposed relationships between live shopping, host appeal, trust, and purchase intention. The results are interpreted through the complementary perspectives of the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) framework. While TPB explains the formation of behavioral intention through consumers' underlying beliefs and evaluations, the S-O-R framework explains how external stimuli in the live commerce environment are processed psychologically before influencing behavioral responses.

H1 and H2: The Effects of Live Shopping on Trust and Purchase Intention. The findings show that live shopping positively affects both trust ($t = 5.058$; $p < 0.05$) and purchase intention. From the S-O-R perspective, the interactive, real-time, and transparent characteristics of live shopping act as external stimuli that reduce information asymmetry and uncertainty. These features allow consumers to evaluate

products directly, thereby fostering trust as an internal psychological response. Within the TPB perspective, trust is not a core TPB construct but may support favorable attitudes and reduce uncertainty in purchasing decisions. The direct effect of live shopping on purchase intention further suggests that an informative and convenient shopping experience can strengthen consumers' positive evaluations and perceived ability to make a purchase.

H3 and H4: The Effects of Host Appeal on Trust and Purchase Intention. Host appeal also has a positive effect on trust and purchase intention. In the S-O-R framework, the host represents a social stimulus that directly shapes consumers' evaluations of the information presented during a live session. An appealing and credible host can attract attention, communicate product information persuasively, and increase consumers' confidence in the product and seller. Although host appeal should not be directly equated with subjective norms in TPB, an influential host may shape consumers' beliefs and social evaluations regarding the products being recommended.

H5: The Effect of Trust on Purchase Intention. Trust has a positive effect on purchase intention and represents the strongest direct predictor (t = 4.983). This finding highlights that attracting consumers to a live session alone is insufficient to generate purchase intention. From the S-O-R perspective, trust functions as the organismic mechanism that transforms external stimuli into behavioral responses. In relation to TPB, trust may strengthen favorable evaluations and reduce perceived uncertainty, enabling consumers to act on their purchase intentions with greater confidence.

H6 and H7: The Mediating Role of Trust. Trust significantly mediates the effects of live shopping and host appeal on purchase intention. These findings support the S-O-R mechanism, in which external stimuli are first processed through consumers' internal psychological states before generating behavioral responses. The mediation results demonstrate that consumers may enjoy live shopping or perceive a host positively, yet still hesitate to purchase when they lack trust in the product, seller, or transaction process.

The comparative indirect effects provide further insight into the relative importance of the two stimuli. If host appeal demonstrates the stronger indirect effect, this suggests that the human element of live commerce plays a particularly important role in transforming external stimulation into trust. Unlike technological features of live shopping, which may be relatively similar across sellers, hosts communicate directly with consumers and can reduce ambiguity through explanations, responsiveness, and perceived credibility. This may be particularly relevant for Gen Z, who are highly exposed to digital advertising and promotional content and may therefore place greater value on authentic and credible interpersonal communication. However, this interpretation should be based on the actual indirect effect coefficient rather than solely on the t-statistic value.

Based on these findings, TikTok Shop sellers and UMKM owners should prioritize trust-building by ensuring consistency between live-session claims and the products delivered. Interactive demonstrations and real-time responses should be used to reduce consumer uncertainty, while host selection should emphasize credibility and communication ability in addition to physical attractiveness or popularity. Promotional strategies such as flash sales may encourage immediate purchase intention, but their effectiveness is likely to be stronger when supported by consumer trust.

CONCLUSION

Based on the SEM-PLS analysis, this study confirms that live shopping and host appeal positively influence trust and purchase intention among Generation Z consumers using TikTok Shop in Cirebon City. Trust also plays a significant mediating role in the relationship between both live shopping and host appeal and purchase intention. The findings contribute theoretically by integrating the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) framework in the context of live commerce. The results suggest that live shopping and host appeal function as external stimuli that influence consumers' internal evaluations, particularly trust, before contributing to behavioral intention. Thus, trust represents an important psychological mechanism that helps explain how interactive shopping experiences and host-related characteristics are translated into consumers' purchase intentions.

Practical Implications

The findings provide three main actionable recommendations for TikTok Shop sellers and UMKM owners. First, sellers should prioritize trust-building by ensuring consistency between product claims during live sessions and the products actually delivered to consumers. Transparent product demonstrations, clear transaction security information, and easily communicated return or guarantee policies can help reduce consumer uncertainty. Second, sellers should maximize the interactive features of live shopping by providing real-time product demonstrations and responding directly to consumer questions. Live sessions should therefore focus not only on entertainment and promotion but also on providing credible and useful information that supports consumer decision-making. Third, sellers should carefully select and develop hosts who combine an engaging presentation with credibility and effective communication skills. Host appeal can attract consumers' attention; however, its effectiveness in encouraging purchase intention depends on its ability to generate trust rather than merely increasing viewer engagement.

Limitations And Future Research

This study has several limitations. First, the research employed a cross-sectional design conducted within a limited period, which may not capture changes in consumer perceptions and purchasing intentions over time. Second, the model focused only on live shopping and host appeal, while other factors relevant to live commerce, such as perceived risk, price promotion, and product characteristics, were not examined. Third, the study relied on self-reported online questionnaire data, which may be affected by subjective perceptions and may not fully reflect consumers' actual purchasing behavior. Furthermore, the study was limited geographically to 100 Generation Z TikTok Shop users in Cirebon City. Therefore, the findings should not be generalized directly to consumers in metropolitan areas or other regions of Indonesia with different levels of social commerce development. Future research should incorporate additional variables, such as perceived risk and promotional intensity, and examine other mediating or moderating mechanisms. Longitudinal research and studies involving respondents from multiple cities or nationally representative samples are also recommended to examine the stability and generalizability of the proposed model.

Statement on the Use of Artificial Intelligence.

AI was used in the preparation of this manuscript. The authors used artificial

intelligence tools solely to assist with language improvement, grammar checking, and editing for clarity and readability. The authors remain fully responsible for the accuracy, originality, integrity, and academic content of the manuscript. All AI-assisted content was reviewed and verified by the authors before submission.

Author contributions

Kasih Wulandari: as conceptualization, methodology, data collection, data analysis, investigation, and writing original draft.
Oryz Agnu Dian Wulandari & Muthia Fariza: as supervision, validation, and writing (review and editing)

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