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The Influence of Live TikTokShop in Building Customer Trust and Customer Engagement through Perceived Value

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ABSTRACT

The trend of home shopping or shopping from home through online platforms such as conventional e-commerce and social commerce is currently popular. One of the social commerce that is often used by the Indonesian people is TikTokShop. The live stream feature is currently widely installed in various online media and e-commerce media, one of which is the TikTokShop platform. The fear and worry when shopping through an online platform is when what is ordered does not match what is desired. With the live stream feature, customers can see the product in real time so they can avoid their worries. This study aims to conduct an in-depth analysis of the influence of live stream marketing innovation on the TikTokShop social commerce application. A total of 210 participants received an online survey, then the results of the survey will be analyzed with descriptive statistics, using the PLS-SEM version 4.0 application, and SPSS to test quantitative data. The results of this study indicate that utilitarian value does not have a significant effect on trust in product, trust in seller, or customer engagement in live stream commerce. In contrast, hedonic value has a positive and significant effect on trust in seller and customer engagement, but does not affect trust in product. Meanwhile, trust in the product also has a positive and significant effect on trust in the seller and customer engagement. Finally, trust in the seller has a positive and significant effect on customer engagement. This study explains how the live stream feature can affect customer trust and engagement, so that it can help business actors increase their sales. This study can also be an additional reference for marketing managers and additional knowledge.

Keywords: Live Stream; Online Platform; TikTok; Utilitarian Value; Hedonic Value.

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INTRODUCTION

The rapid advancement of technology has led to changes in people's lives today. The trend of home shopping or shopping from home through online platforms such as conventional e-commerce and social commerce is currently very popular. As many as 88.1% of internet users in Indonesia used e-commerce services to buy certain products in

the last few months. This percentage is the highest in the world in the We Are Social survey results in April 2021 (Lidwina, 2021). One of the social media that is often used by Indonesians is TikTok. According to We Are Social survey result in January 2024, TikTok ranks fourth as the most used social media in Indonesia (Annur, 2024). The live stream feature has now been widely installed in various online media and e-commerce media, one of which is the TikTok platform.

According to (Anggraini et al., 2023) TikTok currently provides various new features such as TikTokShop Live stream to make it easier for millennials to shop. The use of live streams on TikTok, in addition to interacting directly with other users, is often used by business people to buy and sell and promote products to other TikTok users. The live streaming feature helps customers see goods in real time, where the description of the goods can be confirmed by customers directly. For example, in clothing products sold using live streaming, where according to (Wojciechowski et al., 2023) online textile clothing stores should be designed in such a way that the process of adjusting clothing sizes can be done properly, easily, and as comfortably as possible for users. According to (Soleimani, 2022) the absence of physical transactions between various parties, as well as user concerns regarding the privacy and security of transactions on electronic commerce (e-commerce) platforms have endangered user trust. Live streaming platforms can provide a more convenient communication channel for users and anchors to build and strengthen their relationships, thereby helping to improve user progress (Y. Li et al., 2021). According to (Wilfling et al., 2023) Visual-tactile interaction is particularly important when both senses are involved to provide information for a more powerful experience. The fear and concern when shopping through online platforms is when what they have ordered is not what they want. According to (Wilfling et al., 2023), visual-tactile interaction is particularly important when both senses are involved to provide information for a stronger experience. Their trust in physical stores is higher than shopping through online platforms because they can directly see the items they want, so they can adjust to their needs. According to (Soleimani, 2022) the lack of physical transactions between various parties, as well as user concerns regarding the privacy and security of transactions on e-commerce platforms have jeopardized user trust.

Previous research has highlighted several aspects of both technological development, the development of people's shopping styles and industry development. Departing from the problem of customer trust in products and sellers when shopping through online platforms. This study then examines how the role of TikTok's live stream feature in increasing customer trust through customer perceptions so that it has an impact on customer engagement. this research aims to fill this knowledge gap by conducting an in-depth analysis of the effect of live stream marketing innovation on TikTok social media. In this study, a replication is carried out that refers to the research of Wongkitrungrueng & Assarut (2020) by changing the object of research to TikTokShop live streaming. This study aims to examine variables such as utilitarian value, hedonic and trust in products, as well as trust in sellers on customer engagement in live stream commerce. This study

was made to determine the effect of utilitarian value variables, and hedonic value on trust in products and trust in sellers, and their effect on customer engagement.

LITERATURE REVIEW

Stimulus Organism Response (SOR)

SOR or Stimulus Organism Response is a theory that states that changes in behavior that occur are caused by how the quality of stimuli is obtained, in the sense that the quality of a stimulus can affect the behavior that will occur. The theory was first introduced by Mehrabian and Russell in 1974. There are three aspects involved in it, namely: stimulus as a stimulant, organism is an entity involved, and the response or result that arises. (Zimmerman, 2012) In the assessment of online shopping experience, "stimulus" is conceptualized as website attributes, such as design, security/privacy, and shopping services. The "organism" is described as the customer's internal state, measured by the scales of pleasure, arousal, dominance and trust/satisfaction, which reflects the attitude when interacting with website attributes. Finally, "response" includes visit intention, purchase, re-subscription and brand loyalty as potential positive reactions from customers. In this study, "stimulus" is described as the attributes of the live commerce application TikTok, then "organism" refers to the utilitarian value variable, and hedonic value. While the response is a description of the variables of trust in the product, trust in the seller and customer engagement.

Utilitarian Value

Based on (Sánchez Fernández et al., 2007) utilitarian value which refers to functional value, which is related to whether a product is able to carry out its functional, useful or physical purpose. The evaluation of customers' shopping experience is then made into a scale with the dimensions of utilitarian value and hedonic value. Utilitarian value is related to instrumental, task-related, rational, functional, cognitive, and means to an end (Barry J. Babin et al., 1994). When consumption is driven by utilitarian reasons, perspective and satisfaction drive better intention to continue services than psychological engagement (Hepola et al., 2020). According to (H. C. Lin et al., 2018) utilitarian value is obtained through real and functional benefits experienced or expected by customers.

Hedonic Value

Based on the previous dimensional scale according to (Barry J. Babin et al., 1994), hedonic value reflects the entertainment and emotional value of shopping; non-instrumental, experiential, and affective. Furthermore, in the dimensions of (Picot-Coupey et al., 2021) hedonic belonging relates to affective, emotional, and entertaining shopping, viewing shopping as an end in itself. According to (To et al., 2007) hedonic motivation refers to consumption behavior in search of happiness, fantasy, awakening,

sensuality, and enjoyment. The benefits of hedonic motivation are experiential and emotional. The reason hedonic customers enjoy shopping is because they enjoy the shopping process. It's not about getting a physical goal or completing a mission. According to (Jones et al., 2006) shoppers who feel a higher level of emotional "value" when shopping show higher levels of hedonic value. According to (Yang & Lee, 2010) hedonic value is more subjective and individualized.

Trust in Products

Trust in the product refers to customer confidence that the product will meet customer expectations about the promised features and appearance (Chen et al., 2022). The way to increase customer confidence in a product is by providing good service to customers (Melia Purwita Sari et al., 2020). Customer trust in the product leads to customer satisfaction with the seller, company, and transaction, positive customer attitudes towards the product purchased, and greater purchase intentions. Customers will also prefer companies that can be trusted to buy their goods (Swan et al., 1998).

Trust in the Seller

According to (Tirtayasa et al., 2021) in online buying and selling, customer trust is very important for business people because it can turn visitors into buyers. This is due to the large number of internet crimes such as selling fake products, fraudulent transactions, etc. Business actors must be able to provide confidence to customers that the transactions they make are safe from fraud. According to (Swan et al., 1998) customer trust in sellers is a major factor in the quality of their relationship. Trust in streamers or sellers means that customers believe that they can be trusted and do not deceive the audience (Chen et al., 2022).

Customer Engagement

The concept of customer engagement (CE) is defined as the various ways customer behavior outside of transactions can affect the company (Jaakkola & Alexander, 2014). Drivers of customer engagement that cannot be controlled by sellers include intrinsic motivations such as affective commitment and pleasure seeking as well as individual customer characteristics (Barrett et al., 2024). In traditional markets, customers have the opportunity to touch, taste, and feel the quality of goods before purchasing. Since they can make quick decisions based on their current experience and mood, customers are more likely to repurchase goods after a good experience (Q. Lin et al., 2022).

Relationship between Utilitarian Value and Trust in Products, Trust in Sellers, and Customer Engagement

Product utility value is obtained through good value in the product itself and after-sales guarantee or warranty, which can reduce doubts and increase customer confidence in the product (Wu & Huang, 2023). In a study conducted by (Wu & Huang, 2023) on

customer purchase intention mediated by customer trust in e-commerce LS where the data was taken from e-commerce LS users in China collected through questionnaire surveys, with measurements in three dimensions: utilitarian value, hedonic value and social value, and using customer trust in streamers and trust in products as mediators to investigate the effect of perceived value on customers' sustainable purchase intentions. The results show that customers' perceived utilitarian value significantly and positively influences their trust in the product.

H1a: Utilitarian value in live streaming has a positive effect on trust in the product.

In research by (Arisman & Imam, 2022) which investigates how customer shopping values (utilitarian, hedonic, and symbolic) affect customer trust, engagement, and purchase intentions for direct sales on e-commerce market platforms. based on information collected online from 225 valid respondents, where these respondents are Shopee users from Indonesia who have watched shopee live streams within the last two weeks. Then data analysis was carried out using Structural Equation Modeling (SEM) with LISREL 8.5.1. The results of the study state that utilitarian value has a positive effect on trust in sellers.

H1b: Utilitarian value in live streaming has a positive effect on trust in the seller.

In a study (Ofori et al., 2023) that explored how customer values serve as a precursor of customer engagement and platform attachment, leading to continued use and intention to recommend a C2C second-hand product platform through the lens of use and gratification theory. Analyzing structural equation models with survey responses from experienced C2C second-hand product platform users revealed that multi-dimensional customer values such as utilitarian value significantly influence customer engagement and platform attachment.

H1c: Utilitarian value in live streaming has a positive effect on customer engagement.

Previous research by (Achmad et al., 2020) highlighted the influence of hedonic and utilitarian values on customer trust and loyalty in shoe products, where the research was conducted by distributing questionnaires to one hundred people who use shoe products. Then the data was analyzed using quantitative analysis and path analysis. The results showed that hedonic value has a positive and significant effect on trust in products.

H2a: Hedonic value in live streaming has a positive effect on trust in products.

Previous research by (Albayrak et al., 2020) explored the relationship between website quality, hedonic value, customer trust, and loyalty using a comprehensive research model. Based on a sample of 329 respondents who previously purchased services from online travel agencies using four dimensions underlying website quality were identified

namely: design, information, satisfaction, and appreciation. In the study, hedonic value has a positive effect on customer trust in the website or implicitly leads to the seller.

H2b: Hedonic value in live streaming has a positive effect on trust in the seller.

In previous research by (Sobari, 2022) regarding the condition of e-commerce during Covid-19 by proposing a framework that examines purchase intentions on live streaming and its relationship with trust and customer engagement. By testing 207 valid questionnaires. The results showed that hedonic value in live streaming has a positive effect on customer engagement.

H2c: Hedonic value in live streaming has a positive effect on customer engagement

Relationship of Trust in Products with Trust in Sellers and Customer Engagement

Previous research by (Hallem et al., 2021) which aims to gain insight into trust issues in collaborative redistribution platforms (CRPs) by examining the impact of their design on trust formation and the subsequent impact on behavioral intentions. A quantitative study of 216 respondents who had made second-hand purchases on two French websites was conducted. The findings showed that trust in the platform is a significant determinant of trust in the seller and behavioral intentions are influenced by trust in the platform.

H3a: Trust in the product has a positive influence on trust in the seller.

In previous research conducted (Wongkitrungrueng & Assarut, 2020) on live streaming services (e.g., Facebook Live) based on literature in retail, adoption behavior, and e-commerce, using a comprehensive framework to examine the relationship between customer perceived value of live streaming, customer trust, and engagement. Trust in the product was found to have a positive influence on customer engagement.

H3b: Trust in the product has a positive influence on customer engagement

Relationship between Trust in Seller and Customer Engagement

Previous research by (Q. Lin & Nuangjamnong, 2022) aimed to explore the role of influencers and customer engagement on the purchase intention of live-streaming shopping, taking the TikTok platform as an example. The variables influencing customer engagement and purchase intention were tested using secondary data analysis techniques and archival research using 400 respondents of TikTok live streaming shopping service. The results showed that customer trust (trust in community members, broadcasts and products) has a significant and positive impact on customer engagement.

H4. Trust in the seller has a positive influence on customer engagement

Hypotheses of the research

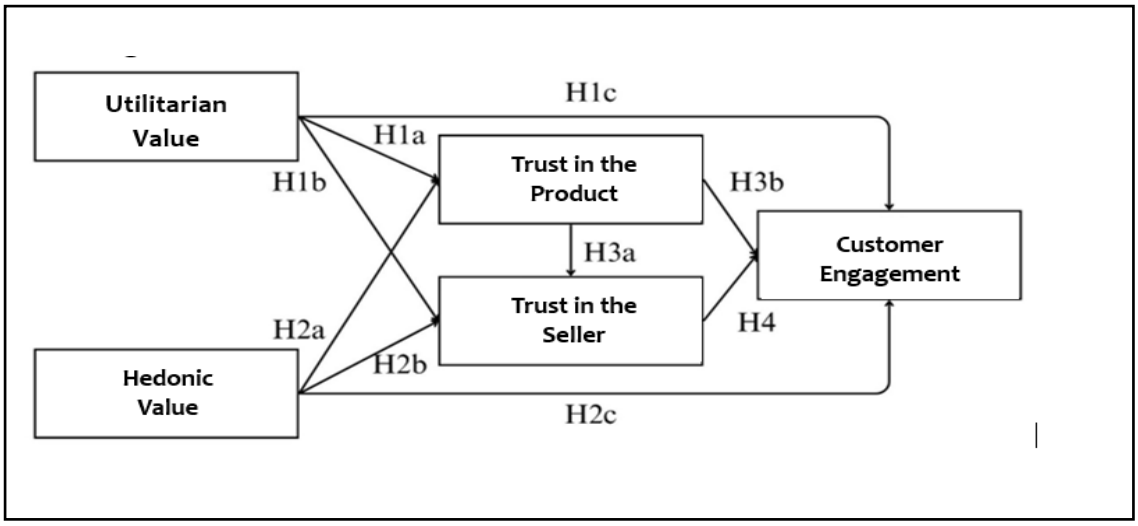

Figure 1. Hypotheses of the Research

METHODOLOGY

The chosen research location is Indonesia. The reason for choosing Indonesia as the research location is because most Indonesian people already know and use the TikTok application and shop through this application, which can facilitate data collection. The TikTok application ranks first as the most downloaded application during 2023, with a download rate of 67.4 million times throughout the year (Muhamad, 2024). TikTok Shop is also one of the e-commerce applications most widely used by Indonesians to shop from home during Ramadan 2024 (Annur, 2024). Therefore, this study can facilitate the author in collecting data. The population in this study is Indonesian people who have been involved in home shopping or have used e-commerce or social commerce applications to shop online. This study uses a non-probability method, namely the purposive sampling research technique. Sampling is the act, process, or technique of selecting an appropriate sample or portion of a population to determine the parameters or characteristics of the population as a whole. A sample is only a portion of a population, and the sample must be representative of the population from which it is drawn and must be large enough to allow statistical analysis. The main purpose of sampling is to allow researchers to conduct research on subjects from the population so that the results can be applied to the entire population (Isaac, 2023). Meanwhile, in this study, the sample was Indonesian people who had shopped online via live stream on the TikTokShop application.

In determining the number of samples, the calculation is carried out based on the number of indicators and latent variables, then the results are multiplied by five to achieve the minimum sample target, and multiplied by ten to achieve the maximum sample target that can be accommodated (Hair et al., 2019). Thus, the range of the

number of respondents needed ranges from $5a \leq x \leq 10a$, where a is the number of indicators plus the number of latent variables from this study, and x is the number of respondents. This study has 29 question indicators and 5 latent variables with 2 independent variables, namely utilitarian value and hedonic value, which describe customer perceptions. Then there are 2 mediating variables, namely trust in the product and trust in the seller. And there is 1 dependent variable, namely customer engagement. So the target respondents who can be accepted as research samples are (a = 34) or $170 \leq x \leq 340$. Therefore, this study targets 210 respondents. which will be carried out as a pilot test using the SPSS application from 40 respondents regarding its validity and reliability. Data collection will be carried out through a questionnaire distribution method using Googleform. The data used in this research is primary data. The primary data is obtained by giving questionnaires directly through social media Whatsapp, Instagram, and e-mail to respondents who are considered to meet the requirements. The questionnaire in this study is closed, which aims to limit the scope of the answer. The questionnaire contains seven Likert scale answer points so that respondents will later answer questions based on the seven points provided.

Pilot Test

In the initial stage, a trial or known as a pilot test, was conducted to increase the validity and validity of this research instrument. This was done by sending an online questionnaire to 40 respondents who met the research criteria, namely having shopped via TikTokShop live streaming. The purpose of this trial was to ensure that the survey was worthy of being distributed to actual research respondents. After the results of the trial test were collected, the data were then analyzed for validity and reliability using the SPSS application.

Validity Test

The results of the validity test in this pilot test are stated as follows: each question item is declared valid if the R-count value is greater than the R-table value (corrected item total correlation) with a value of ≥ 0.3. Then the R-table criterion in this test refers to the degree of freedom (df) value, namely with a significance level of 5% (Ghozali, 2013). Therefore, the R-table criterion for this test with a sample size (n) of 40 respondents is 0.312. Below is a table showing the results of the validity test in the pilot test on 40 respondents who have answered the questionnaire.

Table 1. Validity Test

Variable	Indicator	R Count	R Table	Information
Utilitarian Value	UTV1	0.494	0.312	Valid
	UTV2	0.487	0.312	Valid
	UTV3	0.571	0.312	Valid
	UTV4	0.656	0.312	Valid
	UTV5	0.339	0.312	Valid
	UTV6	0.624	0.312	Valid
	UTV7	0.668	0.312	Valid
Hedonic Value	HDV1	0.548	0.312	Valid
	HDV2	0.493	0.312	Valid
	HDV3	0.655	0.312	Valid
	HDV4	0.478	0.312	Valid
	HDV5	0.685	0.312	Valid
	HDV6	0.543	0.312	Valid
	HDV7	0.457	0.312	Valid
Trust in the Seller	TRS1	0.687	0.312	Valid
	TRS2	0.696	0.312	Valid
	TRS3	0.580	0.312	Valid
	TRS4	0.776	0.312	Valid
Trust in Product	TRS5	0.789	0.312	Valid
	TRS6	0.719	0.312	Valid
	TRS7	0.768	0.312	Valid
Customer Engagement	ENG1	0.517	0.312	Valid
	ENG2	0.522	0.312	Valid
	ENG3	0.588	0.312	Valid
	ENG4	0.527	0.312	Valid
	ENG5	0.616	0.312	Valid
	ENG6	0.487	0.312	Valid
	ENG7	0.583	0.312	Valid
	ENG8	0.562	0.312	Valid

Source: Data processing results (2024)

Displays the results of the overall validity test of the question indicators, where all indicators have a calculated R value that is greater than the R-table value. Therefore, it can be concluded that all question indicators can be considered valid.

Reliability Test

The results of the reliability test on the pilot test on 40 respondents can be seen in the Table 2.

Table 2. Reliability Test

Variable	Items	Cronbach's Alpha	Standard Cronbach's Alpha	Information
Utilitarian Value	7	0.602	0.6	Reliable
Hedonic Value	7	0.623	0.6	Reliable
Trust in the Seller	4	0.625	0.6	Reliable
Trust in Product	3	0.626	0.6	Reliable
Customer Engagement	8	0.632	0.6	Reliable

Source: Data processing results (2024)

Table 2 Shows that all question items have a Cronbach's alpha score of more than 0.6. Therefore, it can be concluded that all question indicators can be considered reliable.

RESULTS

Responden Profile

The majority of respondents in this study were female with a total of 152 or 72.4% and female respondents totaled 77 or 42.8%, male respondents amounted to 58 or 27.6%. Most of the respondents in this study were in the age range between 21 to 25 years as many as 148 respondents (70.5%). Respondents aged 21-25 years are the majority of students or students who are currently studying. Most of the respondents were high school graduates with 124 respondents or equivalent to 59.05% of the total number of respondents. Most of the respondents in this study had an average income of Rp.1,500,000-Rp.2,500,000 with 61 respondents or 29.0% of the total number of respondents. The results of this study indicate that 62 respondents or 29.5% visited tiktok for 1-3 hours or even more. based on the data, TikTok occupies the most positions, namely 210 or 100% of the total number of respondents.

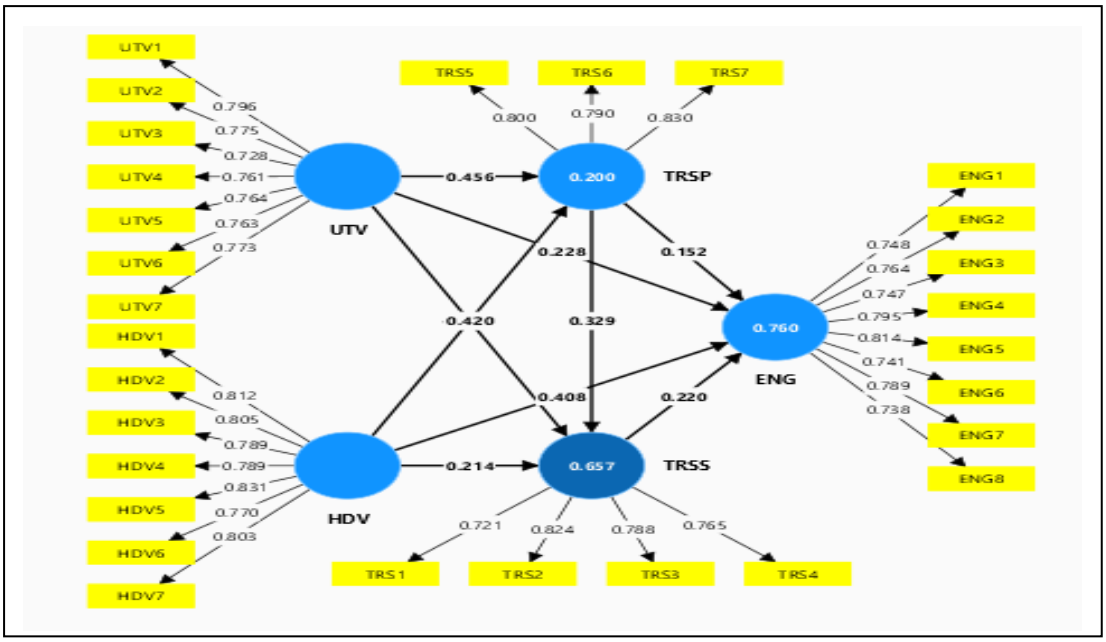

Figure 2. Convergent Validity
Source: Data processing results (2024)

Validity testing in PLS SEM has two types of validity, namely, first convergent validity test and second discriminant validity test. The purpose of the convergent validity test is to determine whether the results obtained in the study are valid or invalid convergently. In the convergent validity test process, you must pay attention to Outer Loading and Average Variance Extracted (AVE). The research results are declared valid if the value (AVE> 50), or in other words AVE has a minimum value of 0.50. Then for the results of the Outer Loading value, which is at least 0.60 (Hair et al., 2019).

Table 3 shows that all variable items have a value that meets the criteria of more than 0.50 (Hair et al., 2019). Therefore, the results of this study can be declared valid.

Table 3. Outer Loading Results

Research variable					
	ENG	HDV	TRSP	TRSS	UTV
ENG 1	0.748				
ENG 2	0.764				
ENG 3	0.747				
ENG 4	0.795				
ENG 5	0.814				
ENG 6	0.741				
ENG 7	0.789				
ENG 8	0.738				
HDV 1		0.812			
HDV 2		0.805			
HDV 3		0.789			
HDV 4		0.789			
HDV 5		0.831			
HDV 6		0.770			
HDV 7		0.803			
TRS 1				0.721	
TRS 2				0.824	
TRS 3				0.768	
TRS 4				0.765	
TRS 5			0.800		
TRS 6			0.790		
TRS 7			0.830		
UTV 1					0.796
UTV 2					0.775
UTV 3					0.728
UTV 4					0.761
UTV 5					0.764
UTV 6					0.763
UTV 7					0.773

Source: Data processing results (2024)

Table 4. Average Variance Extracted (AVE) value

Variable	AVE
Utilitarian Value	0.589
Hedonic Value	0.640
Trust in Seller	0.651
Trust in Product	0.602
Customer Engagement	0.587

Source: Data processing results (2024)

The measured AVE value shows that all variables in this study meet the validity criteria with a value above 0.50 (Hair et al., 2019). This means that the AVE test results show that all variables are considered valid.

Discriminant Validity Test results

Discriminant validity test parameters are based on the square root AVE value and the HTMT value.

Table 5. Fornell-Larcker Criterion Value

	ENG	HDV	TRSP	TRSS	UTV
ENG	**0.767**				
HDV	**0.806**	**0.800**			
TRSP	0.536	0.370	**0.807**		
TRSS	0.761	0.687	0.596	**0.776**	
UTV	0.801	0.835	0.477	0.746	**0.756**

Source: Data processing results (2024)

Square root AVE value in Fornell-Larcker Criterion. The square root AVE value for each variable has a greater result than the variable value below it. This indicates good results based on the measurement criteria of Fornell & Larcker (1981). However, in the Customer Engagement variable, it can be seen that the value for the Hedonic Value variable is higher. Thus, it is stated that in this Fornell & Larcker test, it is not fully valid in terms of discriminant in this test.

Table 6. Heterotrait-monotrait value (HTMT)

	ENG	HDV	TRSP	TRSS	UTV
ENG					
HDV	0.886				
TRSP	0.659	0.450			
TRSS	0.875	0.769	0.803		
UTV	0.888	0.936	0.550	0.852	

Source: Data processing results (2024)

The HTMT values of the Utilitarian Value to Customer Engagement, Hedonic Value to Customer Engagement, Trust in Seller to Customer Engagement, and Utilitarian Value to Trust in Seller variables are above (0.85), while the HTMT values of other variables are below 0.85 (Hair et al., 2021). The high HTMT value that exceeds the 0.85 limit indicates a discriminant validity problem. This means that there are indicators in the variables Utilitarian Value, Hedonic Value, Trust in Seller and Customer Involvement that cause the HTMT value to be unacceptable or fail. Therefore, there are indicators that need to be removed in the variables Utilitarian Value, Hedonic Value, Trust in Seller and Customer Involvement to reduce the HTMT value and increase the discriminant validity of the variables. In this study, there was an item modification by deleting several statement items to obtain an HTMT value that met the criteria. The statement items that were deleted were UTV1, UTV4, UTV5, UTV7, HDV3, TRS3, ENG7, and ENG8. So that it produces a new value in the Fornell & Larcker and HTMT tests, as follows in Table 7.

Table 7. Fornell & Larcker Test After Modification

	ENG	HDV	TRSP	TRSS	UTV
ENG	**0.786**				
HDV	0.748	**0.810**			
TRSP	0.522	0.360	**0.807**		
TRSS	0.713	0.654	0.540	**0.802**	
UTV	0.645	0.710	0.383	0.602	**0.851**

Source: Data processing results (2024)

Table 8. Heterotrait-monotrait (HTMT) Test After Modification

	ENG	HDV	TRSP	TRSS	UTV
ENG					
HDV	0.837				
TRSP	0.648	0.440			
TRSS	0.848	0.741	0.760		
UTV	0.756	0.840	0.497	0.717	

Source: Data processing results (2024)

That the Fornell & Larcker and HTMT test values have met the requirements as specified. the variables above are said to be discriminantly valid in this test

Reliability Test Results

The reliability test parameters in this study are based on the Cronbach alpha and Composite Reliability (CR) values which are greater than 0.6 so that the variables can be said to be reliable (Hair et al., 2021).

Table 9. Cronbach'Alpha value

Variable	Cronbach's Alpha	CR
Utilitarian Value	0.810	0.812
Hedonic Value	0.895	0.898
Trust in Seller	0.731	0.776
Trust in Product	0.732	0.734
Customer Engagement	0.876	0.878

Source: Data processing results (2024)

Base on the Table 9, all variables have a Cronbach's Alpha and Composite Reliability (CR) value of more than 0.6 or meet the criteria used in this study.

Testing the Structural Model (Inner Model)

Structural model testing is carried out by testing collinearity, path coefficient test, detemination coefficient test, and Q-square.

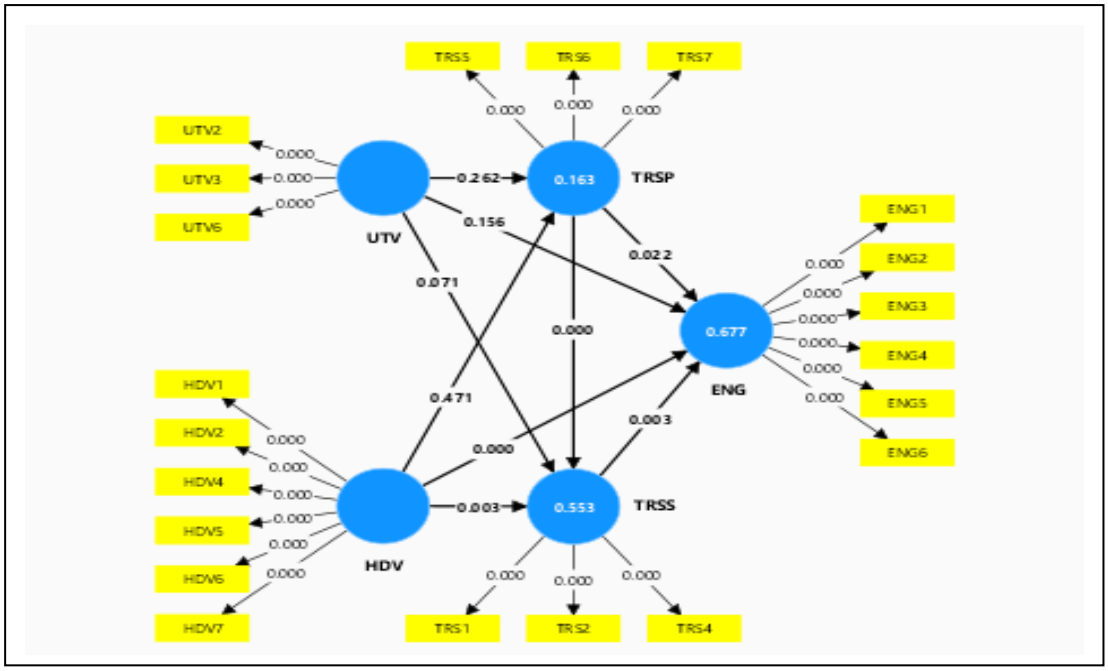

Figure 3. Bootstrapping Structural Model Test

Source: Data processing results (2024)

Collinearity Test Results

Table 10. Collinearity Test Results

	ENG	HDV	TRSP	TRSS	UTV
ENG					
HDV	2.414		2.018	2.055	
TRSP	1.425			1.194	
TRSS	2.236				
UTV	2.181		2.018	2.096	

Source: Data processing results (2024)

The results of the collinearity test of this study do not indicate a critical multicollinearity problem. the variance infation factor (VIF) value on all variables is not more than 5 (VIF < 5), all VIF values obtained are below 3, which means that this test is far from a critical multicollinearity problem.

Coefficient of Determination (R-Square) Test Results

Table 11. Coefficient of Determination (R-Square) Test Results

Variable	*R-Square*	*R-Square Adjusted*
Customer Engagement	0.677	0.671
Trust in Product	0.163	0.154
Trust in the Seller	0.553	0.546

Source: Data processing results (2024)

The R-Square value of the customer engagement variable with a value of 0.677 is included in the strong category (R2> 0.67), the variable trust in the product with a value of 0.163 is included in the very weak category (R2 < 0.19), and the variable trust in the seller with a value of 0.553 is included in the medium or moderate category (0.33 < R2 < 0.67).

Q-Square Test Results

Table 12. Q-Square Test Results

Variable	*Q-Square* (Q^2) *predict*
Customer Engagement	0.553
Trust in Product	0.017
Trust in the Seller	0.408

Source: Data processing results (2024)

All three endogenous variables, namely customer engagement variables, trust in products, and trust in sellers, have a Q2 value of more than zero (Q2 ≥ 0). The three variables are declared predictive.

Path Coefficient Test Results

Table 13. Research Hypothesis Testing Results

Hypothesis	*β*	*T-statistic*	*P-value*	Conclusion
HDV → ENG	0.4929	4.620	0.000	H2c accepted and significant
HDV → TRSP	0.178	0.720	0.471	H2a rejected and not significant
HDV → TRSS	0.401	2.994	0.003	H2b accepted and significant
TRSP → ENG	0.180	2.288	0.022	H3b accepted and significant
TRSP → TRSS	0.321	3.572	0.000	H3a accepted and significant
TRSS → ENG	0.270	3.009	0.003	H4 accepted and significant
UTV → ENG	0.108	1.420	0.156	H1c rejected and not significant
UTV → TRSP	0.257	1.121	0.262	H1a rejected and not significant
UTV → TRSS	0.195	1.807	0.071	H1b rejected and not significant

Source: Data processing results (2024)

There are five directly related hypotheses that are accepted and significant, namely the relationship between hedonic value variables with customer engagement, hedonic value with trust in sellers, trust in products with customer engagement, trust in products with trust in sellers, and trust in sellers with customer engagement. Meanwhile, four hypotheses were rejected and insignificant, namely the relationship between hedonic value variables with trust in products, utilitarian value with customer engagement, utilitarian value with trust in products, and utilitarian value with trust in sellers.

Table 14. Mediator Variable Testing Results

Hipotesis	*β*	*T-statistic*	*P-value*	Conclusion
HDV → TRSS → ENG	0.045	2.416	0.016	H4a accepted and significant
TRSP → TRSS → ENG	0.042	2.079	0.038	H4b accepted and significant

Source: Data processing results (2024)

The mediator role by the trust variable towards the seller in this study is fully accepted (H4 is supported). The variable of trust in the seller is able to mediate the relationship between hedonic value and customer engagement (H4a, T-statistic = 2.416 > 1.96, P-value = 0.016 < 0.05).

DISCUSSION

The Effect of Utilitarian Value on Trust in Products

This study shows that utilitarian value has no effect on product trust. This shows that the utilitarian value or functional and practical aspects of the product do not play an important role in building or reducing customer trust in the product. An increase or decrease in the utilitarian value of the product is not significantly associated with an increase or decrease in customer trust in the product (Kim & Han, 2011). In other words, practical factors such as price and efficiency do not affect how much customers trust the product.

The Effect of Utilitarian Value on Trust in the Seller

The hypothesis results regarding the relationship between the utilitarian value variable and trust in sellers have no positive and insignificant effect. This means that an increase in utilitarian value does not lead to an increase in trust in the seller. The relationship found between utilitarian value and trust in sellers is not strong or consistent enough to be considered statistically significant. In other words, if there is an effect, it is very small and could have occurred by chance (Lunardo & Mbengue, 2009). This could mean that other factors, such as the seller's reputation, previous customer experience, reviews from other customers, or direct interaction with the seller, may be more influential in building customer trust than the utilitarian value of the product itself.

The Effect of Utilitarian Value on Customer Engagement

This study shows that utilitarian value has no effect on customer engagement. Based on the results of this study, the functional and practical aspects of a product or service (utilitarian value) do not play an important role in influencing how involved customers are with the product, brand or service. This can happen because elements such as attractive design, pleasant shopping experience, or interactive features can have more influence on customer engagement than utilitarian value. Customer engagement can be enhanced through social interactions, such as user reviews, online communities, and

social media. These factors can be more important for engagement than utilitarian value (Levy & Weitz, 2012).

The Effect of Hedonic Value on Trust in Products

This study shows that hedonic value has no effect on trust in products. That is, the results found that hedonic value, although it may increase customers' emotional satisfaction, has no significant impact or does not affect the level of customer trust in the product. Customers may be more likely to consider utilitarian factors (functional and practical benefits of the product) rather than hedonic aspects when assessing trust in the product (Nofri et al., 2018).

The Effect of Hedonic Value on Trust in the Seller

The results of this research hypothesis regarding the relationship between the hedonic value variable and trust in sellers have a positive and significant relationship. This means that when the hedonic value increases, customer trust in the seller also increases. In other words, the greater the pleasure and emotional satisfaction customers feel, the higher their trust in the seller (Yan et al., 2011). The relationship found between hedonic value and trust in sellers is strong and consistent enough to be considered statistically significant.

The Effect of Hedonic Value on Customer Engagement

The results of this study found that hedonic value can affect customer engagement which has a positive and significant impact. This means that when hedonic value increases, customer engagement also increases. In other words, the greater the pleasure and emotional satisfaction customers feel, the higher their level of engagement. a significant link between hedonic pleasure and customer engagement as stated by (Parihar et al., 2019) also occurs in this study where hedonic pleasure is stated to be able to influence customer engagement. Customer behavior discusses a lot about the engagement process when individuals or groups choose, buy, use or determine products, services, ideas or experiences to satisfy needs and desires.

The influence between trust in products and trust in sellers

The results of this research hypothesis show that the influence between the variables of trust in products and trust in sellers has a positive and significant relationship. This means that when trust in the product increases, trust in the seller also increases. In other words, the higher the level of customer confidence in the product, the higher their level of trust in the seller who sells the product (Choon Ling et al., 2010).

The influence between trust in products and customer engagement

The results of this research hypothesis show that the influence between the variable trust in the product and customer engagement has a positive and significant relationship. This means that the higher the level of customer confidence in the product, the higher the level of customer engagement in using or interacting with the product. This shows that strong trust in the product can encourage customers to be more active in utilizing the product (Veronika Rachmawati, 2009).

The Influence between Trust in Sellers and Customer Engagement

This study shows that the effect between the variable trust in sellers and customer engagement has a positive and significant relationship. This means that the higher the level of customer trust in the seller, the higher the level of customer engagement in interacting or transacting with the seller. This shows that strong trust in the seller can encourage customers to be more active and involved in the relationship with the seller (Kotler & Keller, 20009).

CONCLUSION

The substance of this research can enhance the understanding of the key components that can trigger customer engagement in Live Stream Shops, especially TikTokShop. The target of the research model is to examine how utilitarian value, hedonic value, and customer engagement relate to each other, and will shed light on the capacity for customer trust. Each other, and will explain the capacity of customer trust as a mediator in this relationship. The results of the study have been analyzed, so it can be that utilitarian value has no effect on trust in products in Live Stream Shop, utilitarian value has no effect on trust in sellers in Live Stream Shop, utilitarian value has no effect on customer engagement in Live Stream Shop, hedonic value has no effect on trust in products in Live Stream Shop, hedonic value has a positive and significant effect on trust in sellers in Live Stream Shop, hedonic value has a positive and significant effect on customer engagement in Live Stream Shop, trust in products has a positive and significant effect on trust in sellers in Live Stream Shop, trust in products has a positive and significant effect on customer engagement in Live Stream Shop.

Implications, limitations and recommendations

This study provides significant theoretical and managerial essence. Theoretically, this study adds references to the field of marketing on perceived value and its influence on customer engagement in Live Streaming Commerce. Managerially, the results of this study provide practical guidance. The limitations of this study include the limited number of respondents and the results that are not yet fully satisfactory. Further research is suggested to further explore the hedonistic value on social commerce platforms,

compare user behavior based on demographics, use a longitudinal approach, and observe the influence of social commerce features on online purchasing decisions.

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