

The Impact of Perceived Value on Engagement, Purchase Intention, and Continuance Usage Intention: A PLS-SEM Study on Social Commerce Live Streaming Context

Muhammad Fajar Ramadhoni, Grandys Frieska Prassida*

Information Systems, Universitas Internasional Semen Indonesia, Jl. Veteran, Gresik, East Java, Indonesia, 61122

Submitted: April 27th, 2025; Revised: June 30th, 2025; Accepted: July 15th, 2025; Available online: July 17th, 2025
DOI: 10.1471/vol15iss3pp310-320

Abstract

This study aims to analyse the factors influencing customer engagement in social commerce live streaming, specifically on the TikTok Shop platform, and their impact on purchase intentions and continuance usage intention. The significance of this research lies in the rapid development of social media applications within the social commerce sector, which presents new opportunities for brands to interact directly with users through live streaming features. A quantitative research approach was employed, utilizing survey techniques to collect data from respondents who are active users of the TikTok Shop platform in Indonesia and engage with its live streaming feature. The data were analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method. The results indicate that the hedonic, symbolic, and interactivity values of live streaming positively influence customer engagement, whereas utilitarian values have no significant effect. Moreover, customer engagement positively affects purchase intentions and continuance usage intentions. These findings underscore the critical role of emotional and interactive aspects of live streaming in fostering customer engagement, which subsequently enhances purchase intentions and sustained usage. This research offers valuable insights into the development of digital marketing and user interaction strategies in the context of social commerce.

Keywords: *Live Streaming; TikTok Shop; Customer Engagement; Purchase Intention; Continuance Usage Intention; Social Commerce*

1. Introduction

The development of digital technology has brought significant changes to user behaviour, particularly in online shopping. One of the most notable innovations is live streaming, which allows merchants to interact directly with users in real time, providing a more personalized and engaging shopping experience. Although live streaming is applied in various sectors such as education and entertainment, this study focuses specifically on its use in e-commerce particularly through TikTok Shop. This platform leverages live streaming as a key marketing tool to enhance user interaction and influence purchase decisions.

Previous studies have demonstrated that live streaming can increase user trust and reduce uncertainty in the purchasing process (Susanti & Adha, 2023). Additionally, the interactivity, authenticity, and visual elements provided by live streaming have been shown to improve user experiences, making it comparable to traditional shopping methods.

Social commerce, which combines social media and commerce activities, has emerged as a rapidly growing trend by leveraging perceived value to drive purchase decisions. Previous research highlights that perceived value plays a critical role in shaping purchase intentions in social commerce (Gan & Wang, 2017). In the context of live streaming, perceived value has been shown to enhance customer engagement, motivate purchase intentions, and promote the continuance usage intention of applications (Chen, 2017; Singh et al., 2021). However, most existing studies have examined perceived value either in general e-commerce settings or in social media contexts, without specifically addressing how perceived value influences user behaviour namely engagement, purchase intention, and continued usage within the live streaming feature of social commerce platforms such as TikTok Shop. This limited focus highlights a significant gap in the literature that this study aims to address.

TikTok Shop, as an example of a social commerce application with a large user base in Indonesia (DataReportal, 2023), provides a compelling

*) Corresponding author: grandys.prassida@uisi.ac.id

environment to explore the relationship between perceived value and user behavior, particularly through its live streaming feature. This feature enables sellers to interact directly with audiences, offering a more personalized and engaging shopping experience. By leveraging live streaming, TikTok Shop enhances users' perceived value, which can significantly influence their purchase decisions (Oktaviani et al., 2024).

This study aims to analyse the influence of perceived value on engagement, purchase intention, and continuance usage intention within the context of live streaming shopping experiences in TikTok Shop. To achieve these objectives, this study employs a quantitative research design, utilizing surveys to collect data from Live Streaming TikTok Shop. The findings of this study are expected to make a significant contribution to the literature on user behaviour and provide strategic insights for businesses seeking to leverage live streaming features as an effective marketing tool.

2. Theoretical Framework

2.1. Social Commerce and Live Streaming

Social commerce is a subset of e-commerce that leverages social media platforms to facilitate consumer interaction. It also supports the online purchasing process for products and services, thereby enhancing the overall shopping experience (Liang et al., 2011). By integrating interactive features, social commerce enables users to interact, share reviews, and provide recommendations, which can significantly influence purchasing decisions. For instance, e-commerce platforms like Amazon utilize customer reviews to foster a supportive community, while social networks such as TikTok Shop incorporate live streaming features that allow users to advertise and sell products in real time.

Live streaming has emerged as an innovative feature in social commerce, enabling real-time interactions between sellers and consumers. A defining characteristic of live streaming is its ability to facilitate real-time communication, resulting in an immersive and engaging shopping experience, as well as fostering more interpersonal relationships (Haimson & Tang, 2017; Wohn et al., 2018). In this context, consumers can view products live, ask questions, and interact with sellers and other viewers, enhancing the sense of social presence and interpersonal connection. Research indicates that the two-way interactions occurring during live broadcasts can build consumer trust in sellers, reduce uncertainty,

and promote greater engagement in the purchasing process (Shi, 2024)

2.2 SOR Theory (Stimulus-Organism-Response)

The stimulus–organism–response (SOR) model originated in environmental psychology and was first introduced by environmental psychologists Mehrabian and Russell to explain and predict the effects of various environmental stimuli on human cognition, emotions, and behaviour (Mehrabian, A., & Russell, 1974). In this model, the stimulus (S) represents external factors that influence individuals, with the assumption that different external stimuli have varying effects on an individual's internal states, which subsequently shape their decision-making behaviour. The SOR model, which connects stimuli and responses through a series of intrinsic variables, has been widely applied to systematically analyse human behavioural intentions, emphasizing deep emotional and cognitive factors.

This study employs the Stimulus-Organism-Response (S-O-R) model as shown in Figure 1, which is expected to generate utilitarian, hedonic, symbolic, and interactive values perceived by customers (stimulus). Previous studies have demonstrated that utilitarian, hedonic, and symbolic values enhance the consumer experience (Xin et al., 2024), while interactive values facilitate mutual interaction between users. In the context of live streaming, interactivity enables users to communicate directly, thereby increasing customer engagement (organism). This engagement positively influences customers' intentions to continue using live streaming in the long term and their purchase intentions (response). Research has shown that customer engagement in live streaming strengthens their sense of social identity (Hu et al., 2017), which, in turn, fosters continuance usage intention. Furthermore, high engagement is strongly associated with greater purchase intentions (Prentice et al., 2019).

The SOR framework has been applied in various digital contexts. (Syatra & Wangdra, 2018) used it to analyse online impulse buying on platforms like Tokopedia and Shopee, highlighting that external stimuli such as promotions strongly drive unplanned purchases. Similarly, (Panjaitan et al., 2023) applied the model in healthcare chatbots, finding that intelligence and empathy significantly influence user trust, reinforcing the SOR model's relevance across digital environments.

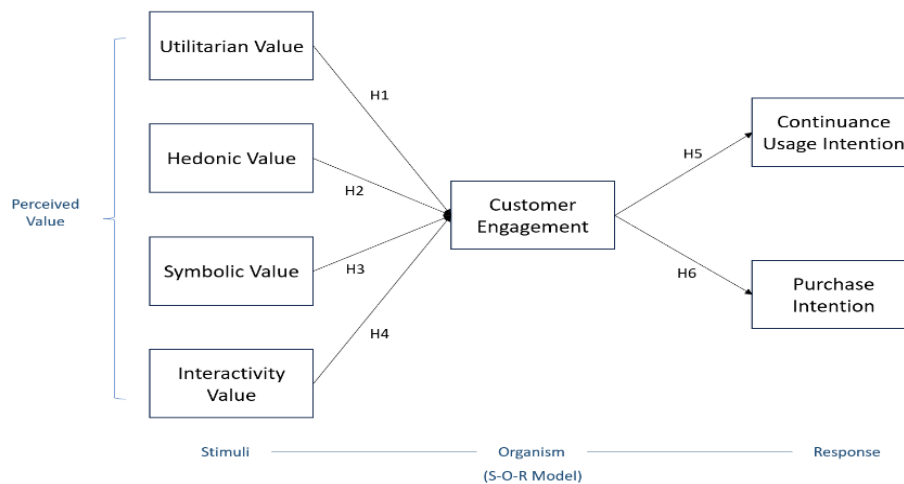


Figure 1. Conceptual model of Stimulus-Organism-Response (S-O-R).

2.2.1 Relationship between Utilitarian Value and Customer Engagement

The utilitarian value in live streaming holds significant potential to enhance customer engagement. According to research by Wongkitrungrueng & Assarut (2020), live streaming provides an innovative solution that enables users to view products in real-time and obtain detailed, unedited information. Features such as ease of use, product authenticity, and responsive interactions are key drivers that encourage customers to engage more actively in the online shopping experience facilitated by live streaming. Based on this rationale, the following hypothesis is proposed:

H1: Utilitarian value has a positive and significant effect on customer engagement.

2.2.2 Relationship between Hedonic Value and Customer Engagement

The hedonic value in live streaming creates an enjoyable and entertaining shopping experience, which can significantly enhance customer engagement. According to Yu & Zheng (2022), elements such as enjoyment, stimulation, and escape from daily routines contribute to a more fulfilling shopping experience. Similarly, (Santo & Marques, 2022) highlight that the excitement of hunting for great deals serves as a key motivation for online shopping. Live streaming introduces a unique entertainment dimension through real-time interactions, captivating visual effects, and a dynamic shopping environment, all of which foster customers' emotional engagement. Based on this rationale, the following hypothesis is proposed:

H2: Hedonic value has a positive and significant effect on customer engagement.

2.2.3 Relationship between Symbolic Value and Customer Engagement

The symbolic value in live streaming enables users to express their social identity through the shopping experience. Wongkitrungrueng & Assarut (2020) highlight that live streaming provides an avenue for users to observe and evaluate themselves within a social context. This feature allows individuals not only to purchase products but also to convey their status, lifestyle, and identity through product choices and interactions during live streaming. Based on this rationale, the following hypothesis is proposed:

H3: Symbolic value has a positive and significant effect on customer engagement.

2.2.4 Relationship between Interactivity Value and Customer Engagement

The interactivity value is a fundamental element that distinguishes live streaming from traditional online shopping methods. Ariel and Avidar (2015) define interactivity as the capability of communication technology to foster an environment where respondents can engage in reciprocal interactions. In the context of live streaming, interactivity enables users to ask direct questions, receive instant feedback, participate in real-time discussions, and establish a personal connection with the seller. These factors collectively enhance users' level of engagement. Based on this rationale, the following hypothesis is proposed:

H4: Interactivity value has a positive and significant effect on customer engagement.

2.2.5 Relationship between Customer Engagement and Continuance Usage Intention

Customer engagement has a significant positive relationship with the intention to continue using live streaming applications. Hu et al. (2017) suggest that participation in live streaming fosters a strong sense of social identity. Users who exhibit high levels of engagement during live streaming are more likely to develop emotional bonds with the application, the sellers, and the user community. Positive experiences, meaningful interactions, and perceived satisfaction encourage users to consistently utilize live streaming applications over time. Based on this rationale, the following hypothesis is proposed:

H5: Customer engagement has a positive and significant effect on continuance usage intention.

2.2.6 Relationship between Customer Engagement and Purchase Intention

Customer engagement directly influences purchase intention in the context of live streaming. Prentice et al. (2019) suggest that customer engagement significantly impacts users' sense of identity, which subsequently shapes their purchase intentions. Higher levels of engagement foster greater trust and interest in the products being offered. Live streaming provides a transparent and personalized environment where users can observe products in detail, interact directly with sellers, and obtain comprehensive information. These factors collectively enhance the likelihood of users making a purchase. Based on this rationale, the following hypothesis is proposed:

H6: Customer engagement has a positive and significant effect on purchase intention.

3. Methods

3.1 Research Method

This study conducts a structured research method comprising sample selection, data collection, questionnaire development, data analysis, and interpretation of findings. The research begins with the identification of respondents based on predefined criteria to ensure alignment with the study objectives. Sample selection and data collection are conducted through an online survey, followed by the development of a structured questionnaire designed to measure key research constructs. The collected data undergoes statistical analysis using an appropriate methodological approach to examine relationships between variables. Finally, the findings are interpreted to derive theoretical and practical implications, contributing to the existing body of knowledge and providing recommendations for future research. The

research design diagram which illustrates the overall process of this study is shown in Figure 2.

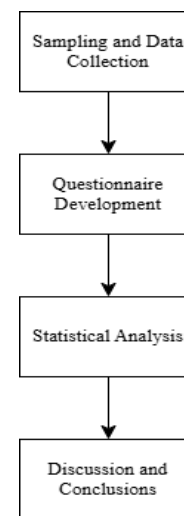


Figure 2. Research flow of study on social commerce live streaming context.

3.2 Sample Selection and Data Collection

The population in this study consists of TikTok Shop users in Indonesia who actively use the live streaming feature. TikTok was selected due to its popularity as an innovative social commerce platform, boasting more than 100 million active users in Indonesia (DataReportal, 2023).

This study employs purposive sampling method, where respondents were selected based on specific criteria (Etikan, 2016). These criteria included individuals who actively use TikTok Shop, are familiar with the TikTok Shop Live feature, and have purchased products, at least once through live streaming on TikTok Shop within the last six months.

For the initial test, five undergraduate students were invited to complete the questionnaire. Survey guidelines recommended by Fowler & Cosenza (2009) were utilized to evaluate the clarity of instructions, terminology, item relevance, absence of biased language, adherence to standard English, and overall format of the questionnaire. Revisions were made to the questionnaire based on their feedback.

The final version of the questionnaire was distributed between August 8, 2024, and September 9, 2024. A total of 436 responses were collected. After excluding incomplete or invalid responses, as well as responses from individuals who did not meet the inclusion criteria, 400 valid responses remained for further analysis. This number meets the minimum sample size requirement for PLS-SEM analysis, as recommended by J. F. Hair et al. (2017). Demographic characteristics of the respondents are listed in Table 1. Most respondents were female (58.3%), aged 18–24

years (52.8%) and had a bachelor's degree (41.5%). Monthly income is reported 1,000,000–3,000,000 IDR (39.5%), indicating a predominance of young, educated, and moderately earning TikTok Shop users.

Table 1. Demographic statistics of the respondents.

Measuring	Item	Frequency	Percentage (%)
Total		400	100
Gender	Female	233	58,3
	Male	167	41,8
Age	18 - 24 years	211	52,8
	25 - 34 years	145	36,2
	35 - 44 years	34	8,5
	> 44 years	10	2,5
Monthly income	No income	26	6,5
	< 1.000.000	70	17,5
	1.000.000 -3.000.000	158	39,5
	3.000.000 -7.000.000	126	31,5
	> 7.000.000	20	5
Last education equivalent	SMA/SMK	158	39,5
	D1/D2/D3	53	13,3
	S1	166	41,5
	S2	17	4,2
	S3	6	1,5

3.3 Questionnaire Development

The questionnaire was structured into three sections. The first section consisted of four screening questions, the second section included questions on respondents' demographic information, and the third section, which formed the core of the questionnaire, contained 23 items corresponding to the study's measurement variables. Responses were rated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The survey was conducted using Google Forms (Google, 2024) to facilitate data collection and participant response tracking.

Measurement items for perceived value were adapted from Gan & Wang (2017). Perceived value in this study was categorized into four dimensions: utilitarian value, hedonic value, symbolic value, and interactive value. Items for utilitarian value, hedonic value, and symbolic value were adapted from Wongkitrungrueng & Assarut (2020), while items for interactive value were sourced from Joo & Yang, (2023).

In addition to perceived value, this study included customer engagement as a variable, with items adapted from Wongkitrungrueng & Assarut (2020). Items measuring continuance usage intention were adapted from Chong et al. (2023), while items for purchase intention were derived from Yoong et al.

(2019). Details of the measurement items and their respective sources are provided in Table 2.

3.4 Statistical Analysis

This study employs structural equation modelling (SEM) to analyse the causal relationships between latent variables. Specifically, the partial least squares SEM (PLS-SEM) approach, as suggested by Hair et al. (2017), was chosen for model assessment. PLS-SEM is ideal for analysing complex models involving numerous variables, indicators, and relationships, and it is well-suited for studies with relatively small sample sizes. (J. HaiSr & Alamer, 2022)

Model evaluation was conducted using SmartPLS version 4.1.1.2 software (SmartPLS, n.d.) following a two-stage procedure outlined by Esposito Vinzi et al. (2010). The first stage involved assessing the measurement model (outer model), while the second stage evaluated the structural model (inner model). Bootstrapping was applied to test all hypotheses by assessing the statistical significance of path coefficient estimates in the structural model (J. F. Hair et al., 2017). Hypothesis testing was performed by analysing path coefficients and p-values, while R² values were used to measure the variance explained by the model (F. Hair Jr et al., 2014; Henseler et al., 2015).

4. Results and Discussion

4.1 Common Method Bias

Thorough pre-testing of the questionnaire was conducted to minimize the threat of common method bias. A pilot test was performed with to ensure the clarity and comprehensibility of all items (MacKenzie & Podsakoff, 2012). Furthermore, Harman's single-factor test was employed, and the results indicated that the common latent factor accounted for less than 50% of the variance, suggesting that common method bias was not a significant concern in this study.

4.2 Measurement Model

The measurement model was evaluated by analysing indicator loadings, composite reliability, Cronbach's alpha, and average variance extracted (AVE) to assess the reliability and validity of the variables. The results of the measurement model assessment are presented in Table 3 which indicate that the indicator loadings for each measurement item across all variables exceed 0.68, demonstrating adequate internal reliability. Indicator loadings within the range of 0.60–0.69 are considered acceptable provided that the composite reliability of the variable is robust, typically exceeding 0.70 (J. Hair et al., 2010).

Table 2. Measurement Items and Sources

Measurement scales	Source
Utilitarian Value	
UV.1 In my opinion, online sellers on TikTok Shop Live appear authentic, similar to sellers in physical stores.	Wongkitrungrueng & Assarut (2020)
UV.2 I believe the products sold on TikTok Shop Live closely resemble the actual items.	
UV.3 In my opinion, the way products are presented on TikTok Shop Live provides information comparable to what I would receive in a physical store.	
UV.4 TikTok Shop Live allows online sellers to answer my questions directly.	
Hedonic Value	
HV.1 Shopping through TikTok Shop Live helps me forget my problems.	Wongkitrungrueng & Assarut (2020)
HV.2 I find shopping through TikTok Shop Live to be a stress-relieving activity.	
HV.3 Shopping through TikTok Shop Live is an enjoyable experience for me.	
Symbolic Value	
SV.1 I feel like a savvy customer when shopping through TikTok Shop Live.	Joo & Yang (2023)
SV.2 I feel that online sellers on TikTok Shop Live share the same preferences as me.	
SV.3 I feel recognized and that my preferences are remembered by online sellers on TikTok Shop Live.	
Interactivity Value	
IV.1 Watching a live stream on TikTok Shop Live feels like having a direct conversation with an online seller.	Joo & Yang (2023)
IV.2 On TikTok Shop Live, the video streamers (online sellers) engage in two-way effective communication.	
IV.3 I find that video streamers (online sellers) on TikTok Shop Live are interactive with their customers.	
Customer Engagement	
CE.1 I spend a significant amount of time on the TikTok Shop Live page.	Wongkitrungrueng & Assarut (2020)
CE.2 I am likely to become a fan and follower of the TikTok Shop Live page.	
CE.3 I actively follow the activities of the shop page on TikTok Shop Live.	
CE.4 I intend to revisit the shop page to watch their new live streams in the near future.	
Continuance Usage Intention	
CU.1 I intend to continue using TikTok Shop Live instead of discontinuing its use.	Chong et al. (2023)
CU.2 I plan to use TikTok Shop Live regularly, as I currently do.	
CU.3 I prefer to continue using TikTok Shop Live over other online shopping methods.	
CU.4 I intend to increase my usage of TikTok Shop Live in the future.	
Purchase Intention	
PI.1 I am highly likely to purchase products from TikTok Shop Live.	Chong et al. (2023)
PI.2 I intend to buy products from TikTok Shop Live.	
PI.3 I anticipate purchasing products from TikTok Shop Live in the future.	
PI.4 If there is a product I want to buy, I will prioritize purchasing it from TikTok Shop Live.	

Table 3. Assessment of the measurement model.

	Indicator Loadings	Composite Reliability	Cronbach's Alpha	AVE
Utilitarian Value				
UV.1	0.753	0.817	0.706	0.529
UV.2	0.756			
UV.3	0.683			
UV.4	0.714			
Hedonic Value				
HV.1	0.865	0.862	0.761	0.677
HV.2	0.859			
HV.3	0.737			
Symbolic Value				
SV.1	0.802	0.862	0.760	0.676
SV.2	0.819			
SV.3	0.844			
Interactivity Value				
IV.1	0.846	0.842	0.721	0.640
IV.2	0.819			
IV.3	0.731			
Customer Engagement				
CE.1	0.870	0.912	0.871	0.722
CE.2	0.864			
CE.3	0.832			
CE.4	0.832			
Continuance Usage Intention				
CU.1	0.816	0.890	0.836	0.670
CU.2	0.798			
CU.3	0.788			
CU.4	0.870			
Purchase Intention				
PI.1	0.804	0.856	0.776	0.598
PI.2	0.708			
PI.3	0.772			
PI.4	0.805			

Indicator loadings were assessed using established thresholds, with particular focus on values contributing to improved composite reliability and average variance extracted (AVE). Internal consistency, measured by composite reliability and Cronbach's alpha, demonstrated composite reliability values ≥ 0.70 in this study. A Cronbach's alpha value above 0.70 is widely regarded as indicative of

adequate reliability. Reliability is generally considered satisfactory when alpha values range from 0.70 to 0.87 (Taber, 2018).

Convergent validity was evaluated based on the average variance extracted (AVE). Each construct demonstrated an AVE value exceeding 0.5, signifying that more than 50% of the variance in the observed indicators was accounted for by their corresponding latent variables. This aligns with the threshold suggested for acceptable convergent validity (Fornell & Larcker, 1981).

Discriminant validity was also evaluated to ensure that each construct is distinct from others. According to Fornell & Larcker (1981) criterion, discriminant validity is achieved when the square root of the AVE for each construct is greater than the correlations between that construct and others. The results (see Table 4) confirm this condition, as the diagonal elements (square root of the AVE) are consistently higher than the off-diagonal elements (inter-construct correlations), demonstrating satisfactory discriminant validity.

4.3. Structural Model

The results of the structural model are presented in Figure 3. The final model demonstrates strong explanatory power, with coefficients of determination (R^2) of 0.652 for customer engagement, (R^2) of 0.679 for continuance usage intention, and (R^2) of 0.469 for purchase intention. These values indicate that the model explains a substantial proportion of variance in each respective dependent variable (Gao, 2024). All path coefficients and hypotheses are summarized in Table 5.

The findings reveal that utilitarian value ($\beta = -0.016$; $p > 0.05$) does not have a significant positive effect on customer engagement, thus failing to support hypothesis H1. In contrast, hedonic value ($\beta = 0.405$; $p < .001$), symbolic value ($\beta = 0.418$; $p < .001$), and interactivity value ($\beta = 0.130$; $p < .01$) exhibit significant positive effects on customer engagement, supporting hypotheses H2, H3, and H4.

Table 4. Discriminant Validity of Measures

		CU	CE	HV	IV	PI	SV	UV
CU	Continuance Usage Intention	0.819						
CE	Customer Engagement	0.824	0.850					
HV	Hedonic Value	0.655	0.732	0.823				
IV	Interactivity Value	0.495	0.438	0.413	0.800			
PI	Purchase Intention	0.702	0.684	0.559	0.637	0.773		
SV	Symbolic Value	0.674	0.729	0.672	0.356	0.483	0.822	
UV	Utilitarian Value	0.484	0.433	0.477	0.492	0.532	0.458	0.727

Notes: The square root of the Average Variance Extracted (AVE) for each multi-item variable is presented in bold on the main diagonal.

Table 5. Results of path analysis.

	Coefficient	Standard Deviation	P-Value	R ²	Hypothesis Test Results
Utilitarian Value -> Customer Engagement	-0.016	0.046	0.723		H1: not supported
Hedonic Value -> Customer Engagement	0.405	0.062	0.000	0.652	H2: supported
Symbolic Value -> Customer Engagement	0.418	0.061	0.000		H3: supported
Interactivity Value -> Customer Engagement	0.130	0.038	0.001		H4: supported
Customer Engagement -> Continuance Usage Intention	0.824	0.022	0.000	0.679	H5: supported
Customer Engagement -> Purchase Intention	0.684	0.035	0.000	0.469	H6: supported

Additionally, customer engagement has a significant positive effect on purchase intention ($\beta = 0.684$; $p < .001$) and continuance usage intention ($\beta = 0.824$; $p < .001$), providing strong support for hypotheses H5 and H6.

4.4 Discussion

This study successfully demonstrates that the hedonic, symbolic, and interactivity values of TikTok Shop live streaming positively influence customer engagement. These findings align with previous research indicating that emotional value and interactivity are dominant factors in fostering customer engagement within social commerce contexts (Cao et al., 2021; Wang et al., 2021)

Conversely, utilitarian value does not exhibit a positive or significant impact on customer engagement. This result suggests that functional and practical elements, while important, may not always be the primary determinants of customer decisions in social shopping contexts (Evelina et al., 2020)

Moreover, the findings indicate that customer engagement positively contributes to both purchase intentions and continuance usage intention. This supports the theoretical framework proposed by Thakur (2019), which posits that customer engagement in digital experiences significantly enhances customer satisfaction and loyalty, ultimately leading to higher purchase intentions and a greater propensity for continuance usage intention of the application over time.

This study makes a significant contribution to the development of theory related to perceived value in the context of social commerce. By identifying how utilitarian, hedonic, symbolic, and interactivity values influence customer engagement, this research expands the understanding of the factors driving consumer behaviour. As noted by (Gan & Wang, 2017), "perceived value is crucial in driving purchase

decisions on social commerce platforms," highlighting the importance of both emotional and functional experiences. From a managerial perspective, this research provides practical insights for marketers to design more effective strategies to enhance customer engagement and purchase intentions. The findings indicate that interactivity in live streaming plays a significant role, with (Wismiarsi et al., 2024) stating that "the ability to interact directly with sellers enhances user experience and encourages purchase intentions." Overall, this research enriches academic literature while offering practical guidance that marketers can apply to improve customer experiences and drive better purchasing behaviours.

5. Conclusion

This study investigated the influence of perceived value on user behaviour within the context of live streaming on TikTok Shop. The results demonstrate that different dimensions of perceived value significantly impact customer engagement, which subsequently affects purchase intention and continued usage of the application. For future research, it is recommended to broaden the scope by comparing customer engagement across different social commerce platforms. Specifically, comparing TikTok with other platforms, such as Instagram and Facebook Marketplace, as well as with e-commerce sites like Amazon and eBay or marketplaces such as Shopee and Lazada, could provide valuable insights. Such comparisons may help determine whether the absence of a significant effect of utilitarian value is unique to live streaming-based social commerce or if it applies universally across various forms of social commerce.

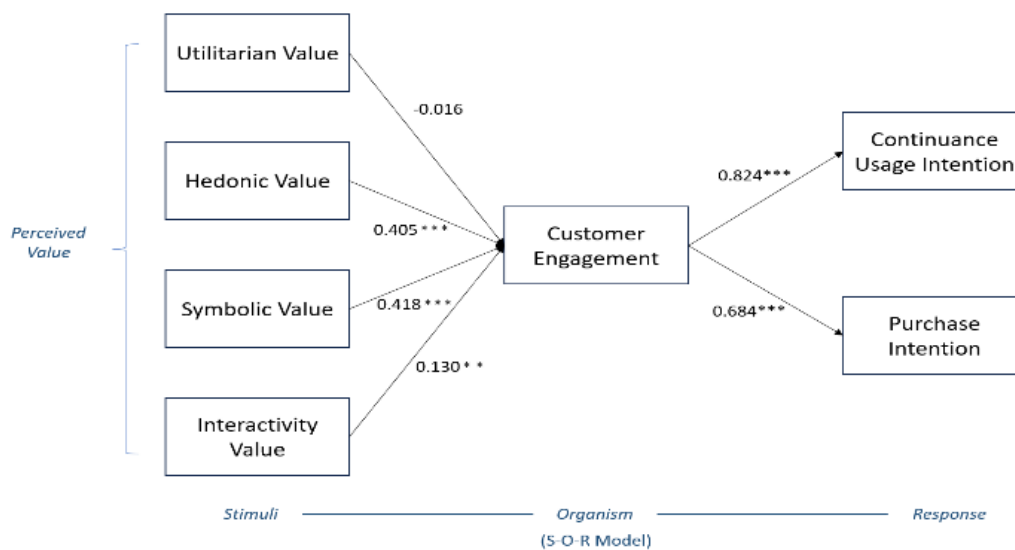


Figure 3. Structural model results.

References:

- Ariel, Y., & Avidar, R. (2015). Information, Interactivity, and Social Media. *Atlantic Journal of Communication*, 23(1), 19–30. <https://doi.org/10.1080/15456870.2015.972404>
- Cao, H., Chen, Z., Cheng, M., Zhao, S., Wang, T., & Li, Y. (2021). You Recommend, i Buy: How and Why People Engage in Instant Messaging Based Social Commerce. *Proceedings of the ACM on Human-Computer Interaction*, 5(CSCW1). <https://doi.org/10.1145/3449141>
- Chen, Y.-R. R. (2017). Perceived values of branded mobile media, consumer engagement, business-consumer relationship quality and purchase intention: A study of WeChat in China. *Public Relations Review*, 43(5), 945–954. <https://doi.org/10.1016/j.pubrev.2017.07.005>
- Chong, H. X., Hashim, A. H., Osman, S., Lau, J. L., & Aw, E. C. X. (2023). The future of e-commerce? Understanding livestreaming commerce continuance usage. *International Journal of Retail and Distribution Management*, 51(1), 1–20. <https://doi.org/10.1108/IJRDM-01-2022-0007>
- DataReportal. (2023). *Digital 2023 Indonesia: Essential Insights into the Use of the Internet, Mobile, Social Media, and E-commerce in Indonesia*. <https://datareportal.com/reports/digital-2023-indonesia>
- Elvi Susanti, & Suhroji Adha. (2023). The Effect of Tik Tok Live Streaming in Increasing Consumer Trust and Purchasing Decisions. *Formosa Journal of Applied Sciences*, 2(12), 3293–3306. <https://doi.org/10.55927/fjas.v2i12.7214>
- Esposito Vinzi, V., Chin, W. W., Henseler, J., & Wang, H. (Eds.). (2010). *Handbook of Partial Least Squares*. Springer Berlin Heidelberg. <https://doi.org/10.1007/978-3-540-32827-8>
- Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Evelina, T. Y., Kusumawati, A., Nimran, U., & Sunarti. (2020). THE INFLUENCE OF UTILITARIAN VALUE, HEDONIC VALUE, SOCIAL VALUE, AND PERCEIVED RISK ON CUSTOMER SATISFACTION: SURVEY OF E-COMMERCE CUSTOMERS IN INDONESIA. *Business: Theory and Practice*, 21(2), 613–622. <https://doi.org/10.3846/btp.2020.12143>
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Fowler, F., & Cosenza, C. (2009). Design and Evaluation of Survey Questions. In *The SAGE Handbook of Applied Social Research Methods* (pp. 375–412). SAGE Publications, Inc. <https://doi.org/10.4135/9781483348858.n12>
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4),

- 772–785. <https://doi.org/10.1108/IntR-06-2016-0164>
- Gao, J. (2024). R-Squared (R^2) – How much variation is explained? *Research Methods in Medicine & Health Sciences*, 5(4), 104–109. <https://doi.org/10.1177/26320843231186398>
- Google. (2024). *Google Forms*. <https://www.google.com/forms/about/>
- Haimson, O. L., & Tang, J. C. (2017). What Makes Live Events Engaging on Facebook Live, Periscope, and Snapchat. *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems*, 48–60. <https://doi.org/10.1145/3025453.3025642>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Hult M., G. T., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). *Sage*, 390.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behavior*, 75, 594–606. <https://doi.org/10.1016/j.chb.2017.06.006>
- Joo, E., & Yang, J. (2023). How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement. *Journal of Research in Interactive Marketing*, 17(5), 754–772. <https://doi.org/10.1108/JRIM-02-2022-0037>
- Liang, T.-P., Ho, Y.-T., Li, Y.-W., & Turban, E. (2011). What Drives Social Commerce: The Role of Social Support and Relationship Quality. *International Journal of Electronic Commerce*, 16(2), 69–90. <https://doi.org/10.2753/JEC1086-4415160204>
- MacKenzie, S. B., & Podsakoff, P. M. (2012). Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies. *Journal of Retailing*, 88(4), 542–555. <https://doi.org/10.1016/j.jretai.2012.08.001>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.
- Oktaviani, R., Murwani, F. D., & Hermawan, A. (2024). The Effect of Live Streaming Quality on Purchase Intention through Immersive Experience, Consumer Trust, and Perceived Value (Study of This is April Consumers on TikTok). *International Journal of Business, Law, and Education*, 5(1), 765–789. <https://doi.org/10.56442/ijble.v5i1.490>
- Panjaitan, H. Y., Masnita, Y., & Kurniawati, K. (2023). Penambahan Variabel Tingkat Kecerdasan dari Chatbot untuk Mempengaruhi Kepercayaan Pengguna dalam Aplikasi Telekonsultasi Kesehatan. *J. Sistem Info. Bisnis*, 13(1), 78–87. <https://doi.org/10.21456/vol13iss1pp78-87>
- Prentice, C., Han, X. Y., Hua, L.-L., & Hu, L. (2019). The influence of identity-driven customer engagement on purchase intention. *Journal of Retailing and Consumer Services*, 47, 339–347. <https://doi.org/10.1016/j.jretconser.2018.12.014>
- Santo, P. E., & Marques, A. M. A. (2022). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/BJM-04-2021-0140>
- Shi, Y. (2024). *The Role of Social Support on Consumers' Purchase Intention in the Context of Live Streaming E-commerce: The Evidence from China*. 1–26.
- Singh, S., Singh, N., Kalinić, Z., & Liébana-Cabanillas, F. J. (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction. *Expert Systems with Applications*, 168, 114241. <https://doi.org/10.1016/j.eswa.2020.114241>
- SmartPLS. (n.d.). *SmartPLS 4.1.1.2*. <https://smartpls.com/downloads>
- Syastra, M. T., & Wangdra, Y. (2018). Analisis Online Impulse Buying dengan menggunakan Framework SOR. *Jurnal Sistem Informasi Bisnis*, 8(2), 133. <https://doi.org/10.21456/vol8iss2pp133-140>
- Thakur, R. (2019). The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship. *European Journal of Marketing*, 53(7), 1278–1310. <https://doi.org/10.1108/EJM-11-2017-0895>
- Wang, M., Sun, L.-L., & Hou, J.-D. (2021). How Emotional Interaction Affects Purchase Intention in Social Commerce: The Role of Perceived Usefulness and Product Type. *Psychology Research and Behavior Management*, Volume 14, 467–481. <https://doi.org/10.2147/PRBM.S301286>
- Wismiarsi, T., Pangaribuan, C. H., Prayitno, S. B., & Ainin, A. Q. (2024). The influences of content interactivity on purchase intention: An engagement mediation. *Multidisciplinary Science Journal*, 6(7). <https://doi.org/10.31893/multiscience.2024094>
- Wohn, D. Y., Freeman, G., & McLaughlin, C. (2018). Explaining Viewers' Emotional, Instrumental,



- and Financial Support Provision for Live Streamers. *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*, 1–13. <https://doi.org/10.1145/3173574.3174048>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117(November 2017), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xin, M., Liu, W., & Jian, L. (2024). Live streaming product display or social interaction: How do they influence consumer intention and behavior? A heuristic-systematic perspective. *Electronic Commerce Research and Applications*, 67, 101437. <https://doi.org/10.1016/j.elerap.2024.101437>
- Yoong, L. C., Lian, S. B., Yoong, L. C., & Lian, S. B. (2019). *Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry*. *Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry*. 9(1), 54–68. <https://doi.org/10.6007/IJARBSS/v9-i1/5363>
- Yu, F., & Zheng, R. (2022). The effects of perceived luxury value on customer engagement and purchase intention in live streaming shopping. *Asia Pacific Journal of Marketing and Logistics*, 34(6), 1303–1323. <https://doi.org/10.1108/APJML-08-2021-0564>