Research article

The influence of perceived enjoyment, promotional urgency, and consumer trust on purchase decision of Whitelab via TikTok Live in Yogyakarta

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ABSTRACT

Live streaming commerce, an innovation in digital marketing that combines entertainment with live commerce, has emerged as a result of the development of social media. TikTok Live has become popular due to its ability to create an interactive, emotional, and real-time shopping experience. The purpose of this study is to investigate how perceived enjoyment, promotional urgency, and consumer trust affect consumers' decisions to purchase Whitelab skincare products promoted in Yogyakarta via TikTok Live. This study employs a quantitative approach, utilizing a survey method and a purposive non-probability sampling technique, with 150 respondents who have decided to purchase the product. The data were analyzed using PLS-SEM with SmartPLS 3.3.2 software. The results showed that the three independent variables had a positive and significant impact on purchase decisions. These findings suggest that enjoyment, promotional urgency, and trust in Whitelab sellers and their products are key factors influencing consumer decisions. This study contributes to the development of digital consumer behavior research and offers practical implications for live commerce-based promotional strategies that emphasize customer experience and trust-building.

Keywords: Perceived Enjoyment, Promotional Urgency, Consumer Trust, Purchase Decision

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Abstrak

Live streaming commerce merupakan inovasi dalam pemasaran digital yang menggabungkan hiburan dan transaksi langsung, muncul sebagai hasil dari perkembangan media sosial. TikTok Live menjadi populer karena menciptakan pengalaman berbelanja yang interaktif, emosional, dan *real-time*. Tujuan penelitian ini adalah untuk menguji pengaruh *perceived enjoyment, promotional urgency,* dan *consumer trust* terhadap *purchase decision* produk perawatan kulit Whitelab yang dipromosikan melalui TikTok Live di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan metode survei dan teknik *purposive* sampling *non-probability*, melibatkan 150 responden yang telah membeli produk tersebut. Data dianalisis menggunakan PLS-SEM dengan bantuan perangkat lunak SmartPLS 3.3.2. Hasil penelitian menunjukkan bahwa ketiga variabel independen memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini mengidentifikasi bahwa kesenangan, urgensi promosi, dan kepercayaan terhadap penjual Whitelab dan produknya merupakan faktor utama yang mempengaruhi keputusan konsumen. Penelitian ini berkontribusi pada pengembangan perilaku konsumen digital dan memberikan implikasi praktis untuk strategi promosi berbasis *live commerce* yang berfokus pada pengalaman pelanggan dan pembentukan kepercayaan.

Kata Kunci: *Perceived Enjoyment, Promotional Urgency, Consumer Trust, Purchase Decision*

1. Introduction

The rapid advancement of digital technology has driven the emergence of live streaming commerce as a new marketing approach that blends entertainment with online purchases through real-time interactions between sellers and consumers (Ilyas et al., 2025). As a result, shopping activities are no longer solely product-centric but increasingly emphasize the value of experiences, with emotional engagement generated through entertainment-based marketing playing a crucial role. This development is evident in Indonesia, where TikTok has approximately 194.37 million active users, reflecting the platform's significant potential as a digital marketing medium. Reinforcing this trend, a report from TMO Group noted that nearly 80% of TikTok Shop transactions in Indonesia are driven by live streaming activities, contributing approximately US$ 1.7 billion in total sales across Southeast Asia (Septiani, 2024). These figures underscore the growing importance of live streaming commerce in Indonesia's digital marketing landscape (Auliarahman, 2025).

Initially known as an entertainment platform, TikTok Live has gradually transformed into an influential strategic marketing channel. Its main strength lies in its ability to facilitate direct, real-time interaction between the host and the audience, thereby creating psychological intimacy and fostering trust more effectively than conventional advertising formats (Nurhasanah et al., 2023). In the context of live commerce, previous studies have identified three key factors shaping consumer purchasing decisions: perceived enjoyment, promotional urgency, and consumer trust. Empirical findings indicate that interactive and entertaining live broadcasts can stimulate impulse buying behavior (Wijaya et al., 2024). Meanwhile, limited-time offers and live testimonials increase consumers' sense of urgency and strengthen their trust in the seller and platform (Pramesti et al., 2025; Martien et al., 2025)

One local brand that has successfully adopted a live streaming commerce strategy is Whitelab Skincare, an Indonesian skincare company operating under the Deca Group, which also

manages the beauty brand Everwhite. Founded by Jessica Lin in March 2020, Whitelab prioritizes clinically tested skincare products for facial and body care, certified by the Indonesian Food and Drug Monitoring Agency (BPOM RI) (Adiningsih & Yunani, 2023). Through its TikTok Live promotions, Whitelab consistently employs an edutainment strategy, combining informative product explanations with engaging, entertaining content. This approach allows the brand to foster trust, strengthen emotional bonds with viewers, and reduce consumer uncertainty during real-time interactions. Consequently, Whitelab is an interesting case study, especially given that most existing research on livestream commerce continues to focus on general platform dynamics rather than specific local brand characteristics and the cultural context of Indonesian consumers.

A critical review of the literature highlights two key research gaps. First, although the effects of perceived enjoyment and promotional urgency on purchase decisions have been widely supported (Ilyas et al., 2025; Martien et al., 2025), the conceptual role of consumer trust remains inconsistent. Although some studies have treated trust as a direct antecedent of purchase decisions (Arief et al., 2025; Retnosari & Nadlifatin, 2024), most previous research continues to position trust primarily as a mediating variable. This study argues that in the TikTok Live environment characterized by short but intense, personal, and real-time interactions, trust in the host and brand can develop rapidly and operate as a direct driver of purchase behavior.

The second gap concerns the scope of previous studies, which generally examine livestream commerce broadly without adequately accounting for specific brand attributes or local consumer contexts (Adiningsih & Yunani, 2023). Research explicitly focusing on local brands in specific geographic and cultural settings, such as Yogyakarta, remains relatively scarce (Setiawan et al., 2025; Pratiwi, 2025). This limited contextual focus limits a deeper understanding of how regional consumer characteristics interact with livestream commerce strategies.

To address this gap, this study seeks to make two main contributions. First, this study treats consumer trust as an independent variable, along with perceived enjoyment and promotional urgency, to assess their combined influence on purchase decisions. Second, this study adopts a more contextualized perspective by focusing on the local brand Whitelab in the Yogyakarta region.

This study's theoretical framework is based on two complementary perspectives. Trust Theory explains how transparent communication and influencer credibility can reduce perceived risk and increase consumer confidence in online transactions (Ashiq & Hussain, 2024). Meanwhile, the Technology Acceptance Model (TAM) explains that perceived ease of use and perceived usefulness drive technology adoption. In TikTok Live, perceived enjoyment reflects a positive user experience linked to ease of interaction, while promotional urgency enhances perceived usefulness through time-limited benefits (Agrawal et al., 2024).

The primary objective of this study is to examine the influence of perceived enjoyment, consumer trust, and promotional urgency on consumer purchase decisions of Whitelab Skincare in Yogyakarta via TikTok Live.

2. Theoretical Background and Hypothesis

This study uses Trust Theory and the Technology Acceptance Model (TAM) as primary theoretical foundations to explain how perceived enjoyment, promotional urgency, and consumer trust influence purchase decisions in the context of live commerce. These two

theories are considered relevant because they illustrate the interaction between psychological and technological aspects that shape consumer behavior in the digital environment. In the practice of shopping via TikTok Live, particularly among Whitelab Skincare consumers in the Yogyakarta area, purchase decisions are driven not only by rational considerations but also by emotional experiences, levels of trust, and situational dynamics during the live broadcast.

Trust Theory emphasizes that trust is a key mechanism in reducing uncertainty and perceived risk in online transactions. In the context of TikTok Live, trust is built through the host's credibility, transparency in the delivery of product information, the security of the transaction system, and two-way interactions that allow consumers to obtain direct clarification. These elements strengthen consumer confidence in product authenticity and brand integrity, thereby driving purchase intentions and decisions (Ilyas et al., 2025; Ashiq & Hussain, 2024). Therefore, in this study, consumer trust is positioned as an independent variable that directly influences purchasing decisions

Meanwhile, the TAM explains that technology acceptance is influenced by perceived ease of use and perceived usefulness. In the context of TikTok Live, ease of navigation increases perceived enjoyment, a positive emotional response. Furthermore, limited-time promotions (promotional urgency) can serve as triggers that increase perceived usefulness. Consumers perceive greater benefits (lower prices, exclusive products) if they act quickly, thus accelerating the decision-making process.

Purchase Decision

In the context of TikTok Live Shopping, the purchase decision refers to the actual consumer action to purchase a product, a process that is simplified and heavily influenced by the dynamics of real-time interactions. The purchase decision results from the interaction among perceived enjoyment, promotional urgency, and consumer trust. As demonstrated by Diarya & Raida (2023), live streaming activities play a crucial role in building trust, which positively impacts purchasing decisions.

Perceived enjoyment on Purchase Decision

Perceived enjoyment is the amount of fun and emotional fulfillment someone gets from using a tech gadget or engaging in an activity, regardless of the practical perks. In digital marketing, this emotional side is super essential for getting people more involved as customers. Research shows that when folks have a good time interacting with an e-commerce app's interface, they're more likely to buy, and that enjoyment is a big reason (Marhaeni & Hayu, 2023).

When it comes to TikTok live streams, perceived enjoyment really matters because the instant back-and-forth, two-way conversations, and cool visuals can make viewers feel entertained and at ease. Studies by Hamid et al. (2024) show that the fun factor during these interactions serves as a bridge between the level of interactivity and whether people decide to shop on TikTok Live. Likewise, Ilyas et al. (2025) support this by noting that those comfy, enjoyable feelings push consumers to engage more actively when buying. For beauty brands like Whitelab, a fun live stream not only keeps things entertaining but also builds a stronger emotional bond with the brand, which in the end makes folks more inclined to hit that purchase button.

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H1: Perceived enjoyment on TikTok Live influences purchase decisions for Whitelab products in Yogyakarta.

Promotional Urgency on Purchase Decision

Promotional urgency is strongly associated with the fear of missing out (FOMO), a psychological condition characterized by concern about losing access to opportunities perceived as valuable. In this situation, consumers are more likely to make spontaneous purchasing decisions without sufficient time for careful evaluation or rational consideration (Barton et al., 2022). In addition, urgent promotional cues can create social pressure, as consumers often follow the rapid responses of other users who immediately react to limited-time offers (Marjerison et al., 2022). In live shopping settings, high levels of audience engagement, visible through real-time comments and interactive responses, intensify the perception of urgency and encourage consumers to purchase Whitelab products before the promotional opportunity ends.

In digital marketing, scarcity-based promotional strategies, such as time-limited offers and limited product availability, have been widely recognized for their effectiveness in increasing perceived product value and exclusivity (Wu et al., 2021). When a product is perceived as scarce, consumers tend to view it as more desirable and feel motivated to complete a purchase quickly. As a result, promotional urgency functions as an external stimulus that triggers impulsive buying behavior, particularly on interactive platforms such as TikTok Live. Beyond generating short-term sales, this strategy also helps strengthen the emotional bond between the brand and its consumers.

H2: Promotional urgency on TikTok Live influences the purchase decision of Whitelab products in Yogyakarta.

Consumer Trust on Purchase Decision

Consumer trust is about how sure shoppers are that sellers and platforms are dependable, ethical, and straightforward in keeping transactions safe and delivering on what they promise. It is the bedrock for creating lasting connections on online marketplaces like TikTok Live (Ilyas et al., 2025). Here, trust includes the nuts-and-bolts aspects, such as how secure the payment systems are, as well as the emotional aspects, such as trusting the seller's reputation and feeling protected as a customer (Ashiq & Hussain, 2024).

The interactive chats during live shopping sessions give buyers a chance to eyeball products firsthand, ask questions, and get instant answers, which heightens the sense of openness and genuineness. Plus, social proof like glowing reviews, real customer stories, and a big audience watching helps build up the seller's credibility. Studies by Are & Setyorini (2019) support this, showing that trust is a significant factor shaping consumer views of digital items. In the end, the stronger the trust in the TikTok Live host and the platform, the higher the odds that people will buy Whitelab products.

H3: Consumer trust on TikTok Live influences the purchase decision for Whitelab products in Yogyakarta.
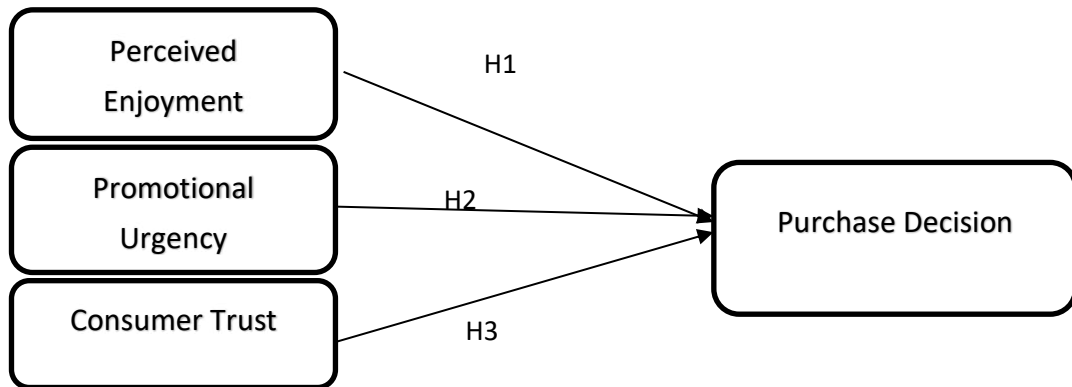
Figure 1. Research Model

3. Methods

Sample and Procedure

This research was conducted in the Yogyakarta region during October–November 2025, among all consumers who had viewed or purchased Whitelab products via TikTok Live and were domiciled in Yogyakarta. Data were collected from 150 respondents who met the inclusion criteria: at least 17 years old, domiciled in Yogyakarta, and had experience viewing or purchasing Whitelab products via TikTok Live. The sampling technique used was purposive non-probability sampling, which aims to ensure a representativeness of respondents relevant to the research focus. Respondent profiles show diverse characteristics, including gender, age, occupation, domicile, and purchasing experience. The sample size was determined based on the PLS-SEM guidelines from Hair et al. (2022), which recommend a minimum of 10 times the number of indicators. Using 15 measurement indicators, a sample size of 150 respondents was considered adequate to ensure the reliability of parameter estimates and hypothesis testing.

Based on the results of demographic data analysis in Table 1, it can be seen that most consumers who purchase Whitelab skincare products through TikTok Live are women, namely 130 respondents (86.7%). This condition shows that these skincare products are more popular among women than men. In terms of age group, the majority of respondents fall within the 21-24 age range, with 121 respondents (80.7%), indicating that the main users of TikTok Live as a medium for purchasing beauty products are predominantly from the digitally active younger generation.

In terms of occupation, respondents with student status were the largest group, with 130 respondents (86.7%). This finding suggests that interest in purchasing Whitelab skincare products is quite high among young academics who are interested in social media-based beauty trends. Based on domicile, most respondents (96, or 64%) lived in the city of Yogyakarta, indicating that this region is the center of dominance for product purchases made through TikTok Live.

Furthermore, in terms of the frequency of watching TikTok Live in a day, the majority of respondents (88, 58.7%) watched for 1-3 hours. This indicates a relatively high level of engagement with live streaming content on the TikTok platform. Meanwhile, in terms of the frequency of purchasing Whitelab products through TikTok Live in the last six months, most respondents recorded 2-3 purchases, with a total of 83 respondents (55.3%). This fact confirms that most consumers show a pattern of repeat purchases, reflecting sustained interest,

satisfaction, and potential loyalty to the Whitelab brand as a result of the interaction and exposure gained through the TikTok Live feature.

Table 1. Demographic Profile of Respondents

Category	Criteria	Number of Respondents	Percentage (%)
Gender	Male	20	13.3%
	Female	130	86.7%
Age	17-20 years old	22	14,7%
	21-24 years old	121	80.7%
	25-28 years old	7	4.7%
	> 29 years old	0	0%
Occupation	University / High School Students	130	86.7%
	Civil Servant	2	1.3%
	Private Sector Employee	11	7.3%
	Entrepreneur / Self-employed	7	4.7%
Domicile	Yogyakarta City	96	64%
	Sleman	33	22%
	Bantul	9	6%
	Kulon Progo	8	5.3%
	Gunung Kidul	4	2.7%
Frequency of Watching TikTok Live per Day	< 1 hour	21	14%
	1-3 hours	88	58.7%
	4-6 hours	33	22%
	> 6 hours	8	5.3%
Frequency of Purchasing Whitelab Skincare via TikTok Live in the Last 6 Months	1 kali	12	8%
	2-3 times	83	55.3%
	4-5 times	46	30.7%
	> 5 times	9	6%

Source: Data Processed

Measurement

The variables in this study were measured using a 5-point Likert scale, with a range of values from 1 (strongly disagree) to 5 (strongly agree), which was distributed to respondents via a questionnaire. The independent variables in this study consisted of Perceived Enjoyment, Promotional Urgency, and Consumer Trust, while the dependent variable was Purchase Decision. The Perceived Enjoyment construct was measured using five indicators adapted from (Chang et al., 2013; Ilyas et al., 2025), which assessed the level of enjoyment and entertainment experienced by consumers during live shopping sessions on TikTok Live. The Promotional Urgency variable was measured using four statements adapted from Zhou (2024), which emphasized the influence of time-limited promotions and flash offers on the urge to make a quick purchase.

Furthermore, Consumer Trust is measured using three indicators adapted from Duong et al. (2025), which assesses the extent to which consumers have confidence in the honesty and credibility of sellers during the live shopping process. The dependent variable, Purchase Decision, was measured using three statements adapted from Ilmi et al. (2023), which describes consumers' tendency to make an immediate purchase during a TikTok Live session. Before the questionnaire was distributed widely, all research instruments were tested for validity and

reliability. Convergent validity was evaluated through factor loading values > 0.7 and average variance extracted/AVE > 0.5, while reliability was assessed using Cronbach's Alpha and Composite Reliability (CR > 0.7) to ensure the consistency of each indicator used.

Analysis Technique

This study employed quantitative methods, utilizing PLS-SEM techniques with SmartPLS 3.3.2 software to assess the validity, reliability, and interrelationships among variables in the model. The analysis was conducted in two main steps: assessment of the measurement model and the structural model. The findings from the outer model indicate that all indicators have factor loadings > 0.70, AVE > 0.50, and Cronbach's Alpha and Composite Reliability > 0.70, so the construct is considered valid and reliable. Discriminant validity is also achieved with an HTMT < 0.90. The inner model assessment revealed no multicollinearity issues (VIF < 5), and the model had an adequate fit with SRMR < 0.08. The R^2 value for the Purchase Decision variable showed a moderate to strong category, indicating that Consumer Trust, Perceived Enjoyment, and Promotional Urgency could explain most of the variation in purchase decisions. Furthermore, significance testing through bootstrapping shows that all relationship paths have a positive and significant impact with Perceived Enjoyment → Purchase Decision ($\beta = 0.186$; t = 2.259; p = 0.024), Promotional Urgency → Purchase Decision ($\beta = 0.337$; t = 3.585; p = 0.000), and Consumer Trust → Purchase Decision ($\beta = 0.313$; t = 3.771; p = 0.000). Therefore, it can be concluded that the three independent variables have a significant influence on purchase decisions.

4. Result and Discussion

Measurement Model (Outer Model)

This section aims to evaluate the measurement model to ensure that each construct used in the study has adequate validity and reliability. This assessment examines the convergent validity and internal consistency of each construct.

Table 2. Measurement of Validity and Reliability

Variable	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived Enjoyment	X1.1	0.806	0.838	0.885	0.606
	X1.2	0.783			
	X1.3	0.722			
	X1.4	0.810			
	X1.5	0.769			
Promotional Urgency	X2.1	0.819	0.783	0.860	0.606
	X2.2	0.799			
	X2.3	0.753			
	X2.4	0.739			
Consumer Trust	X3.1	0.847	0.755	0.859	0.670
	X3.2	0.832			
	X3.3	0.775			
Purchase Decision	Y.1	0.850	0.798	0.880	0.710
	Y.2	0.821			
	Y.3	0.856			

Source: processed using SmartPLS 3

The results of construct validity and reliability testing indicate that all indicators have factor loadings > 0.70, suggesting that each statement can represent the measured latent variable well. The Cronbach's Alpha values for all constructs > 0.70, indicating that the research instrument has adequate internal consistency. Furthermore, the Composite Reliability (CR) for all variables > 0.80, indicating extremely high indicator reliability. Meanwhile, the Average Variance Extracted (AVE) ranges from 0.606 to 0.710 and is > 0.50. Based on these findings, all constructs in this study are declared to have met the criteria for convergent validity, so the instrument used is suitable for proceeding to the next stage of analysis.

Structural Model (Inner Model)
After the measurement model was declared to meet the criteria, the analysis continued with a structural model to examine the relationships between variables and test the proposed hypotheses. This evaluation phase included testing for collinearity, the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing. Before further hypothesis analysis, model fit, and the degree of collinearity between constructs were evaluated.

Table 3. Model Fit Assessment

	Saturated Model	**Estimated Model**
SRMR	0.072	0.072
NFI	0.798	0.798
RMS_theta	0.182	0.182

Source: processed using SmartPLS 3

The model fit evaluation indicates that the SRMR < 0.08, suggesting that the research model achieves a satisfactory level of fit. Meanwhile, the NFI value of 0.798 falls into the marginal fit category, indicating that the overall model fit is acceptable, although it is not ideal. These results are still considered adequate when evaluated in conjunction with other model fit indices, which show consistent and acceptable values. Additionally, the RMS_theta > 0.12 indicates that the model maintains a relatively high level of reliability and overall structural validity.
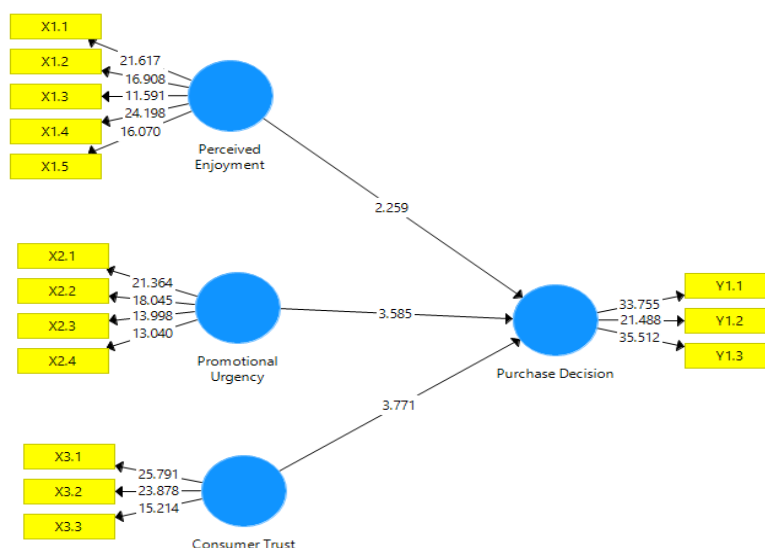

Figure 2. Structural Model of the Research (Source: processed using SmartPLS 3)

Table 4. Effect Size (F^2), R-Squared (R^2), Predictive Relevance (Q^2), dan Hypothesis Testing

Relationship between Variables	F^2	R^2	Q^2	Path Coefficients	T Statistic	P Values	Result of Hypothesis
Perceived Enjoyment -> Purchase Decision	0.032			0.186	2.259	0.024	Accepted
Promotional Urgency -> Purchase Decision	0.119			0.337	3.585	0.000	Accepted
Consumer Trust -> Purchase Decision	0.114			0.313	3.771	0.000	Accepted
Purchase Decision		0.532	0.348				

Source: processed using SmartPLS 3

The effect size (F^2) analysis showed that Perceived Enjoyment (0.032), Promotion Urgency (0.119), and Consumer Trust (0.114) had a small influence on Purchase Decisions. This finding indicates that each independent variable still plays a significant role, even though its individual contribution is insignificant. Furthermore, the coefficient of determination (R^2) test yielded a value of 0.532, indicating that these three variables simultaneously explain approximately 53.2% of the variation in Purchase Decisions. In contrast, the remaining 46.8% is influenced by factors outside the research model. This relatively high R^2 value indicates a strong relationship between the independent and dependent variables.

Furthermore, the results of the Predictive Relevance (Q^2) analysis using the blindfolding technique showed a value of 0.348. This value indicates that the research model has a good level of predictive relevance, as the $Q^2 > 0$. In other words, the model used has adequate predictive ability for the dependent variable. Based on the path coefficient estimates, Promotion Urgency has the most decisive influence on Purchase Decisions, with a coefficient of 0.337, followed by Consumer Trust at 0.313 and Perceived Enjoyment at 0.186. The t-statistic values for each variable, namely 2.259 for Perceived Enjoyment, 3.585 for Promotion Urgency, and 3.771 for Consumer Trust, all > 1.96, indicating a significant influence. All variables also have p-values < 0.05, so the three research hypotheses are accepted, and each independent variable is shown to have a positive and significant influence on Purchase Decisions.

Discussion

The Impact of Perceived Enjoyment on Purchase Decision
The test results show that Perceived Enjoyment has a positive and significant influence on Purchase Decisions, with a path coefficient of 0.186, a t-statistic of 2.259, and a p-value of 0.024. This finding indicates that the higher the level of enjoyment consumers experience while interacting via TikTok Live, the more likely they are to purchase Whitelab products. This confirms that emotional aspects play a crucial role in consumer decision-making in the digital era, where purchasing behavior is based not only on rational considerations but also on affective experiences experienced during interactions.

This finding aligns with research by Marhaeni & Hayu (2023), which states that enjoyable digital experiences can enhance purchase decisions. Furthermore, Ilyas et al. (2025) also

confirmed that a sense of comfort and enjoyment during live shopping interactions encourages active consumer participation. In practice, these results imply that businesses need to design TikTok Live sessions that emphasize edutainment, combining product education with engaging entertainment. Presenting communicative, interactive, and visually appealing content can strengthen consumers' emotional engagement and create a more enjoyable shopping experience, thus driving purchase decisions. According to Whitelab, an edutainment approach with a local Yogyakarta touch can differentiate consumers by deepening consumer engagement.

The Impact of Promotional Urgency on Purchase Decisions

The analysis shows that Promotional Urgency has a positive and significant influence on Purchase Decisions, with a path coefficient of 0.337, a t-statistic of 3.585, and a p-value of 0.000. This finding suggests that the stronger the sense of urgency created by promotions, the greater consumers' desire to immediately purchase Whitelab products during TikTok live broadcasts. Promotional strategies such as flash sales, limited-time discounts, and limited-stock information have been shown to be effective at creating psychological pressure that accelerates decision-making.

These results support the findings of Sun et al. (2023), who found that time pressure can trigger fear of missing out (FOMO), thereby increasing consumer purchase intentions. Research by Marjerison et al. (2022) also found that social interactions during live shopping can amplify the urgency effect by generating competition among viewers. Practically, these findings suggest that marketers need to manage promotional urgency strategies appropriately and transparently. Honest, limited-time promotions can not only boost short-term sales but also strengthen perceptions of product exclusivity amid the dynamic competition in the digital marketplace. By understanding Yogyakarta audiences' consumption patterns, Whitelab can schedule flash sales at the most strategic moments.

The Impact of Consumer Trust on Purchase Decisions

Based on the test results, Consumer Trust has a positive and significant influence on Purchase Decisions, with a path coefficient of 0.313, a t-statistic of 3.771, and a p-value of 0.000. These findings indicate that the higher a consumer's level of trust in the seller and platform, the more likely they are to purchase Whitelab products via TikTok Live. In the context of digital transactions marked by uncertainty, trust plays a crucial role in reducing perceived risk and increasing consumer confidence in product authenticity and credibility.

These findings align with research by (Ilyas et al., 2025), who stated that trust is the primary foundation for building long-term relationships between consumers and sellers on live commerce platforms. Managerially, these results imply that brands need to strengthen consumer trust through transparent communication, authentic product demonstrations, open Q&A sessions, and consistent host credibility during live broadcasts. These efforts not only drive purchasing decisions but also have the potential to increase consumer loyalty and repeat purchases. As a local brand, Whitelab's credibility with hosts who understand the characteristics of Yogyakarta consumers is a strategic asset.

Practical and Theoretical Implications

From a practical standpoint, the results of this study offer valuable guidance for businesses seeking to develop digital marketing strategies grounded in edutainment, combining educational content with entertainment and delivered through transparent promotional

practices. The use of clear communication, authenticity, and interactive engagement in TikTok live sessions can strengthen consumer trust while creating a shopping experience that feels enjoyable and immersive. Such an approach not only encourages active audience participation but also helps cultivate an emotional connection between brands and their consumers.

Theoretically, this study enriches the discussion of consumer behavior in the digital context by employing Trust Theory and the Technology Acceptance Model in direct commerce marketing. The findings support extending the TAM framework by demonstrating that perceived enjoyment, as an emotional dimension of technology adoption, plays a meaningful role in shaping purchase decisions. In addition, the study underscores the importance of trust in real-time transactional environments, where consumer trust emerges as a more influential factor than situational urgency. Overall, the research sheds light on the psychological and technological processes that drive consumer decision-making in interactive digital shopping platforms.

5. Conclusion

This research emphasizes the importance of recognizing the psychological dimensions that shape consumer behavior in live shopping environments, particularly on the TikTok Live platform. The primary purpose of the study is to investigate how perceived enjoyment, promotional urgency, and consumer trust influence purchase decisions for Whitelab Skincare products among consumers in Yogyakarta via TikTok Live. The analysis, conducted using Partial Least Squares Structural Equation Modeling, indicates that all three variables exert a positive, statistically significant effect on purchasing decisions. These results demonstrate that confidence in both the seller and the product, an enjoyable and engaging shopping experience, and time-limited promotional pressure that creates a sense of urgency each contribute meaningfully to consumers' willingness to make a purchase. Therefore, within live shopping contexts, buying decisions are shaped not only by rational evaluation but also by psychological and emotional considerations that emerge in real-time interactions.

The limitations of this study need to be considered for future research development. First, theoretical limitations persist because the number of references specifically discussing consumer behavior on live streaming commerce platforms remains limited. Therefore, further research is expected to enrich the theoretical basis with broader and more up-to-date literature. Second, data collection was conducted online through Google Forms, resulting in a majority of respondents being students. This condition means that the views obtained do not fully represent the perceptions of the entire Yogyakarta community. Therefore, future research is recommended to distribute questionnaires directly to reach respondents with more diverse backgrounds in terms of age, occupation, and shopping experience. Additionally, the use of a cross-sectional design in this study only describes consumer behavior at a single point in time. To gain a more dynamic understanding of changes in consumer behavior, future studies can employ a longitudinal or mixed-methods approach to obtain a more comprehensive picture of the factors influencing purchasing decisions through interactive platforms like TikTok Live.

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Perceived Enjoyment, Promotional Urgency, Consumer Trust, Purchase Decision

Declarations

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