

**FROM LIVESTREAM EXPERIENCE TO PURCHASE INTENTION:
PARASOCIAL RELATIONSHIP, SELLER TRUST, PRODUCT TRUST, AND
TRUST TRANSFER IN TIKTOK LIVE COMMERCE**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

FROM LIVESTREAM EXPERIENCE TO PURCHASE INTENTION: PSR, SELLER TRUST, PRODUCT TRUST, AND TRUST TRANSFER IN TIKTOK LSC

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This study examines how TikTok Live Shopping experience influences purchase intention through parasocial relationship, trust in seller, trust in product, and seller-to-product trust transfer. Using the Stimulus-Organism-Response framework, this study positions immersion, social presence, telepresence, and perceived enjoyment as livestream experience cues, parasocial relationship and trust as internal psychological mechanisms, and purchase intention as the behavioural response. Data were collected through an online questionnaire from 200 valid respondents who had watched TikTok Live Shopping in Indonesia within the last three months. The data were analysed using Partial Least Squares Structural Equation Modelling. The findings show that social presence and perceived enjoyment significantly influence parasocial relationship, while immersion and telepresence do not support parasocial relationship as hypothesized. Parasocial relationship significantly influences trust in seller but does not directly influence trust in product. The main finding shows that trust in seller significantly influences trust in product, supporting the proposed trust-transfer mechanism. Furthermore, both trust in seller and trust in product significantly influence purchase intention. This study contributes to livestream commerce literature by extending the S-O-R and parasocial relationship model through seller-to-product trust transfer in TikTok Live Shopping.

Keywords: TikTok Live Shopping; Livestream Commerce; Parasocial Relationship; Trust in Seller; Trust in Product; Purchase Intention; Trust Transfer; S-O-R Framework.



DEDICATION

I dedicate this thesis to my family, whose love, prayers, and support have been my greatest source of strength throughout this journey.

I also dedicate this work to myself, for the persistence, patience, and effort needed to complete this thesis despite every challenge along the way.



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