

Analysis of the Influence of it Affordance in Live Commerce on Tiktok Shop Applications on Purchase Decisions in DKI Jakarta

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ABSTRACT

The rapid development of digital technology and social media has driven the transformation of electronic commerce models through the adoption of Live commerce. TikTok Shop is one of the platforms that integrates the live streaming feature as a medium for interaction and transactions between sellers and consumers. However, the effectiveness of technological features in Live commerce is still influenced by the psychological responses of consumers during the shopping process. This study aims to analyze the effect of IT affordance, which consists of visibility, metavoicing, and shopping guidance, on purchasing decisions in TikTok Shop Live commerce in the DKI Jakarta province, with perceptions of comfort and consumer confidence as mediating variables. This study uses a quantitative approach with a survey method involving TikTok Shop consumers in DKI Jakarta who have made purchases through the Live commerce feature. Primary data were collected through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. The results showed that all dimensions of IT affordance significantly affect perceptions of comfort and consumer confidence. Furthermore, perceptions of comfort and consumer confidence have been shown to significantly influence purchasing decisions and act as mediating variables in the relationship between IT affordance and purchasing decisions. Within the Stimulus–Organism–Response (S-O-R) framework, IT affordance serves as the stimulus, perceptions of consumer comfort and confidence as the organism, and purchase decision as the response.

Keywords: *IT Affordance, Live commerce, Purchase Decision, Perceived Convenience, Consumer Trust.*

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INTRODUCTION

The development of the internet and digitalization has changed people's lifestyles, supported by increasingly sophisticated technology and infrastructure that provide convenience and speed in a digital-based economy. Since the COVID-19 pandemic, people's spending habits have shifted from offline to online to meet their daily needs (Brüggemann & Olbrich, 2022, 2023; Espinoza et al., 2021; Roy & Datta, 1843; Watanabe & Omori, 2020). This change has had a positive impact on the country by enabling the government to educate the public on how to utilize and optimize the digital sector as an additional source of economic support. The results of a survey conducted by the Central Statistics Agency show that business actors engaged in e-commerce activities in 2023 increased by 27.40 percent compared to 2022 (BPS Indonesia, 2025). E-commerce platforms have revolutionized traditional business methods, from the way companies operate to the consumer's buying journey (Handoyo, 2024). E-commerce is creating a new paradigm shift in how consumers interact with businesses by providing both consumers and companies access to a variety of easily accessible products and services. This growth is further supported by the rapid advancement of digital technology, which is significantly

transforming the way consumers purchase goods and services, making the shopping experience easier, faster, and more convenient for buying and selling products online (Yang et al., 2024).

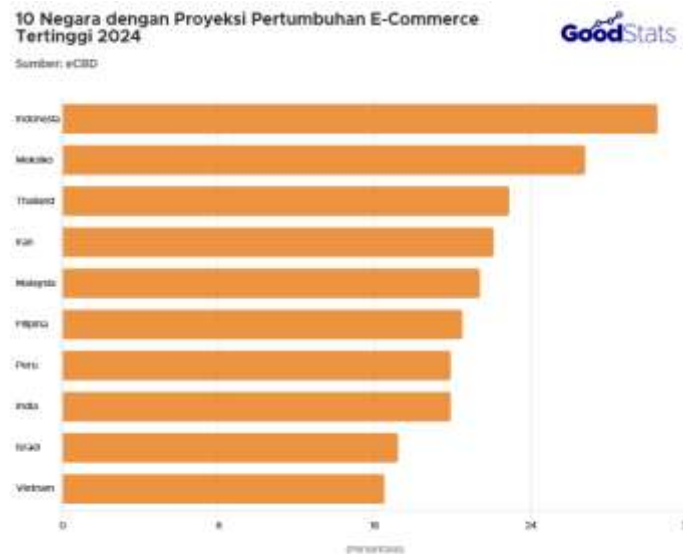


Image Error! No text of specified style in document. Growth Projections *E-commerce* High 2024

Based on data obtained from data.goodstats.id, Indonesia is projected to have the highest e-commerce growth in 2024 (Figure 1). E-commerce platforms have revolutionized traditional methods of conducting business, from company operations to the consumer buying journey (Handoyo, 2024). E-commerce has created a paradigm shift in the way consumers interact with businesses by providing both consumers and companies access to a wide range of products and services at their fingertips. This growth is also supported by rapid advances in digital technology that have significantly changed how consumers purchase goods and services, making the shopping experience easier, faster, and more convenient for buying and selling products online (Yang et al., 2024).

Technological developments have introduced new concepts in commerce by combining real-time video with commercial activity, known as Live-streaming commerce. Live-streaming commerce, or better known as "shoppertainment," is a combination of electronic commerce and entertainment. Live-streaming commerce has gained significant popularity in recent years, especially in the context of e-commerce (Nuraisah et al., 2024). According to the results of a survey conducted by Jakpat (Poll), the most popular live shopping platforms in Indonesia in 2024 are dominated by Shopee Live and TikTok Live, which are the two most widely used platforms for live shopping. In first place, 57% of respondents who sell online promote their products through the Shopee Live buying and selling platform. The second position is occupied by TikTok Live, used by 49% of respondents (Figure 2). The Jakpat report titled All About Online Selling Habit also explained that Shopee Live is proven to generate the highest number of sales, around 57%, while TikTok Live tends to attract more visitors.

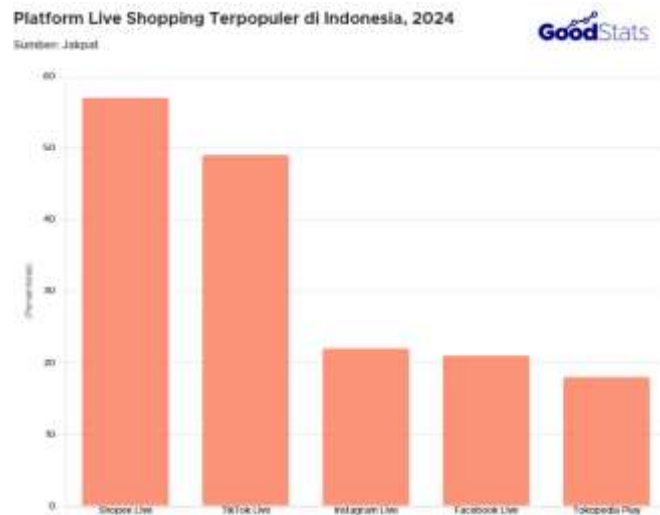


Image 2. Platform *Live* Most Popular Shopping in Indonesia, 2024

The scientific literature generally uses the term Live commerce to describe this phenomenon, although its practical use in real-world contexts is still limited. The use of Live streaming in the context of online shopping has the potential to create a greater sense of presence and increase consumers' purchase intentions. The use of Live streaming can also be incorporated into a marketing approach known as "hunger marketing," which entices consumers to engage in impulse buying behaviors by presenting attractive discounts available for a limited time and in limited quantities (Chandraa et al., 2024). Streamers are at the core of e-commerce live streaming; they carefully design Live streaming content—such as unboxing, tasting, and testing—while using flexible marketing methods like real-time interactions and promotions to attract consumers and quickly build temporary (informal) social relationships with them (Lu et al., 2023).

Live commerce or Live-streaming commerce has grown rapidly within the global e-commerce ecosystem and has become one of the most prominent digital marketing strategies. Research by Sun et al. (2019) states that technological features such as interactivity, visibility, and guidance play an important role in enhancing user experience and driving purchase decisions. This perspective shows that the success of Live commerce depends not only on product quality but also on how effectively technology enables meaningful social interactions between sellers and buyers. Other studies have expanded these findings by highlighting socio-psychological factors; for example, research has identified that trust and parasocial relationships with hosts play an important role in increasing consumers' purchase intentions. In line with this, other studies found that interactivity and social presence in live broadcasts can boost consumer engagement, which ultimately increases purchase intention (Rungruangjit, 2022; Zhang et al., 2024).

Meanwhile, research in the context of Southeast Asia and Indonesia remains relatively limited, although similar trend patterns have been observed. Research conducted by Amelia Putri and Yanti Maleha (2025) found that interactive communication strategies, product demonstrations, and exclusive offers during Live streaming sessions not only

increase sales but also build emotional closeness with consumers. Similarly, Dewantara et al. (2025) explained that the credibility of live-streamers plays a significant role in enhancing purchase intention through consumer trust. This finding indicates that the success of Live commerce is influenced not only by promotional strategies but also by the quality of interaction and broadcaster credibility. Further research by October (2024) examined the influence of IT affordance and interactivity on the intention to reuse Live commerce. The findings revealed that technological and interactivity aspects have a dual role: in addition to driving initial purchase decisions, they also contribute to consumers' intention to continue using similar services in the future. This demonstrates that the success of Live commerce should be evaluated comprehensively, considering not only short-term transactional outcomes but also the platform's ability to sustain consumer loyalty.

However, the perception of convenience is also a crucial factor in determining the success of digital transaction conversions. This perception includes ease of access, navigation, product evaluation, transaction processes, and the speed of post-purchase services. When consumers feel comfortable, they are more motivated to make purchases, even impulsively. In addition, product categories affect the intensity of information search and purchasing behavior. High-involvement products (e.g., electronics, premium fashion) require more information and consumer confidence, while low-involvement products (e.g., inexpensive cosmetics, accessories) tend to trigger quick and impulsive purchases. Therefore, the influence of IT affordance and perceived convenience needs to be evaluated by considering product category differences within the context of Live commerce (Pulu & Firdausy, 2024; Ugalde et al., 2024).

According to data from the Indonesian Internet Service Providers Association (APJII, 2025), the national internet penetration rate reached 80.66% of Indonesia's total population, or around 229.43 million users, with Java Island recording the highest rate at 84.69% (Figure 3). The high internet penetration in Java indicates that urban communities are well-prepared for digital activities such as Live commerce. One of the most prominent regions on Java Island in terms of demographic and digital characteristics is Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi). DKI Jakarta Province shows very high internet penetration compared to other provinces—reaching 91.35%—making it a strategic area for the development of real-time video content-based services and digital commerce. National internet penetration survey data further indicate that the highest concentration of internet users is found in urban areas such as Jakarta, meaning that nearly all consumer segments in the capital have access to Live-streaming platforms (APJII, 2025).

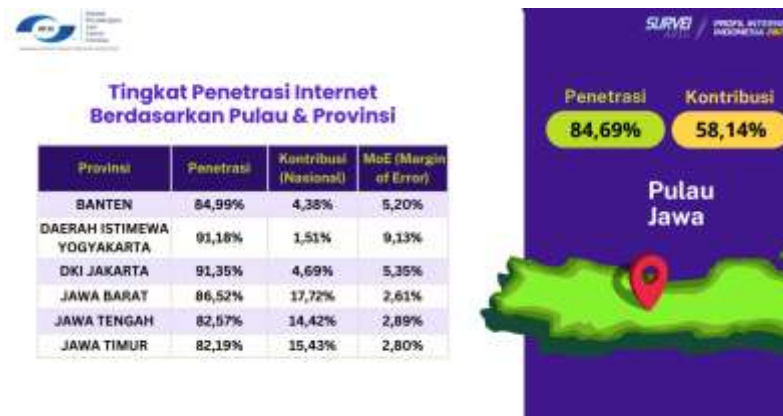


Image 3 Internet Penetration Rate by Island & Province

This penetration aligns with industry findings that Indonesia is accelerating the adoption of video commerce—a video-based commerce format that connects content directly to the point of transaction—which significantly increases Gross Merchandise Value (GMV) and user engagement on e-commerce platforms (Google, Temasek, & Bain, 2024). In addition, national publications and local surveys show an increase in the proportion of business actors using online channels for sales activities and Live shopping features. With a large internet user base, the platform’s ability to convert viewer engagement (views) into actual transactions is highly dependent on feature design, user experience, and perceptions of transactional convenience (BPS, 2025; Jakpat, 2024).

The selection of DKI Jakarta as the research focus is relevant because this region represents a digital ecosystem with high technological readiness and adaptive consumer behavior. Research by Ari Setiawan et al. (2025) shows that the Greater Jakarta area serves as the main center of national marketplace activity, reflecting a high level of adaptation to digital technologies, including direct interaction-based trading models such as Live commerce. Similar findings by Sabdhayaga Mahsa Athaya and Rachbini (2025) confirm that perceptions of comfort and the platform’s visual appearance significantly influence consumer loyalty in Greater Jakarta. These findings support the concept of IT affordance, where the design and functionality of digital systems can create positive emotional experiences that encourage repurchase behavior.

Meanwhile, it has been identified that interactive features and instant payment methods significantly influence impulse purchase decisions across various regions, including Greater Jakarta. This indicates that ease of interaction, transaction speed, and system convenience play important roles in shaping spontaneous and experience-oriented purchasing behavior. Thus, DKI Jakarta is seen as an appropriate empirical setting to test the relationship between IT affordance (interactivity, visibility, and guidance), user comfort perception, and purchasing decisions on the TikTok Shop platform. Platforms like TikTok Live have demonstrated a strong influence in shaping digital shopping trends in Indonesia, contributing significantly to increased sales and user engagement.

Live commerce has become an important phenomenon within Indonesia’s e-commerce ecosystem, particularly through the TikTok platform, as it enables sellers to

engage in real-time interactions while promoting products directly. However, despite its great potential, the effectiveness of Live commerce still faces several challenges (Rungruangjit, 2022). First, technological or IT affordance elements such as interactivity, visibility, and shopping guidance have not been fully optimized, leading to a less engaging user experience. Second, user perceptions of comfort in platform navigation, product information clarity, and smooth transaction processes remain issues that hinder the conversion of viewers into buyers (Pulu & Firdausy, 2024; Usadi, 2024). Third, consumer trust in hosts and platforms also plays an essential role in purchase decisions; without strong trust, buying intent declines. In addition, differences in product characteristics—whether high-involvement or low-involvement—affect interaction strategies and user experiences, so mismatches between platform features and product types can reduce transaction effectiveness (Scott, 2024; Dewantara et al., 2025; Ugalde et al., 2024).

Based on previous research, understanding the influence of IT affordance on Live commerce, particularly within DKI Jakarta Province, remains limited. Therefore, this study aims to analyze how IT affordance in the TikTok Shop application affects users' purchasing decisions in DKI Jakarta Province. Specifically, this research investigates the influence of visibility, metavoicing, and shopping guidance in Live commerce on purchasing decisions, as well as examines the mediating roles of consumer comfort and trust in the relationship between IT affordance and purchase decisions. Theoretically, the results of this study are expected to contribute to the development of digital marketing and consumer behavior scholarship, particularly in the context of Live commerce, by deepening the understanding of how interactive features—visibility, metavoicing, and shopping guidance—influence purchasing decisions and provide empirical support for applying digital marketing theory to modern e-commerce platforms. Practically, this research is expected to serve as a reference for business actors and marketers to optimize Live commerce strategies by enhancing interaction quality, improving consumer experience, and building comfort and trust, thereby encouraging more effective purchasing decisions on e-commerce platforms.

RESEARCH METHODS

This study employed a quantitative approach, beginning with literature and field studies to obtain both conceptual and empirical understanding related to Live commerce, IT affordance, convenience, trust, and purchase decisions. The study identified exogenous variables in the form of visibility, metavoicing, and shopping guidance; mediating variables consisting of consumers' perceptions of comfort and trust; and an endogenous variable of purchase decisions—all analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. Primary data were collected through the distribution of a five-point Likert-scale online questionnaire to 150 respondents in DKI Jakarta Province who had made purchases through the Live streaming feature on TikTok Shop, using purposive sampling techniques. The research instrument was developed based on relevant variable indicators, tested through pre-tests, and analyzed using SmartPLS software to examine validity, reliability, and the direct and indirect relationships among variables. The results of the analysis served as the basis for hypothesis testing, drawing conclusions, and

developing managerial implications and research recommendations.

RESULTS AND DISSOLUTION

Instrument Testing

Estimasi Path Diagram

Path Diagrams or path charts that illustrate the relationship between indicator variables and latent variables as well as between latent variables are shown in the following Figure 4.7.

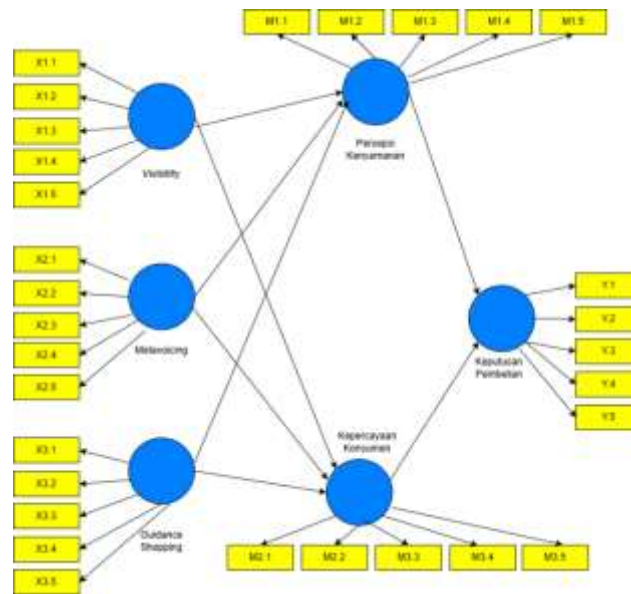


Image 5 Research Diagram Path

Evaluation of Measurement Models (*Outer Model*)

a. Validitas Convergence

Table 1 Convergent Validity Results

Variabel	Item	Factor Loading	AVE
<i>Visibility</i>	X1.1	0.838	0.733
	X1.2	0.890	
	X1.3	0.826	
	X1.4	0.872	
	X1.5	0.853	
<i>Metavoicing</i>	X2.1	0.857	0.700
	X2.2	0.814	
	X2.3	0.815	
	X2.4	0.842	
	X2.5	0.854	
<i>Guidance shopping</i>	X3.1	0.855	0.712
	X3.2	0.785	
	X3.3	0.853	
	X3.4	0.869	
	X3.5	0.853	
Perception of Comfort	M1.1	0.828	0.719
	M1.2	0.838	
	M1.3	0.827	

	M1.4	0.855	
	M1.5	0.890	
Consumer Trust	M2.1	0.848	0.736
	M2.2	0.856	
	M2.3	0.849	
	M2.4	0.856	
	M2.5	0.879	
Purchase Decision	Y.1	0.819	0.733
	Y.2	0.863	
	Y.3	0.874	
	Y.4	0.866	
	Y.5	0.856	

Source: Primary Data Processed, 2025

Based on Table 1, the convergent validity test shows that all variables have a loading factor above 0.70 (ranging from 0.785–0.890), so that each indicator is considered to be able to represent its construct strongly. The AVE value for all variables is also above 0.50 (around 0.700–0.736), which means that the proportion of variance of indicators that can be explained by latent constructs is relatively good. Thus, the research instrument meets the requirements for convergent validity and is suitable for use at the next stage of analysis.

b. Discriminatory Validity

Table 2 Discriminatory Validity Results (Cross Loading)

	<i>Guidance shopping</i>	Consumer Trust	Purchase Decision	<i>Metavoicing</i>	Perception of Comfort	<i>Visibility</i>
X1.1	0,855	0,396	0,310	0,201	0,392	0,191
X1.2	0,785	0,306	0,252	0,182	0,350	0,129
X1.3	0,853	0,425	0,293	0,140	0,388	0,232
X1.4	0,869	0,404	0,377	0,191	0,429	0,219
X1.5	0,853	0,428	0,330	0,129	0,310	0,189
X2.1	0,395	0,848	0,580	0,471	0,470	0,462
X2.2	0,446	0,856	0,544	0,418	0,442	0,461
X2.3	0,406	0,849	0,638	0,402	0,497	0,526
X2.4	0,330	0,856	0,603	0,485	0,472	0,453
X2.5	0,424	0,879	0,650	0,437	0,460	0,561
X3.1	0,362	0,549	0,819	0,412	0,521	0,377
X3.2	0,271	0,600	0,863	0,450	0,513	0,461
X3.3	0,316	0,615	0,874	0,457	0,503	0,458
X3.4	0,275	0,649	0,866	0,468	0,478	0,464
X3.5	0,372	0,600	0,856	0,450	0,578	0,447
M1.1	0,127	0,417	0,445	0,857	0,385	0,135
M1.2	0,137	0,368	0,426	0,814	0,331	0,117
M1.3	0,254	0,452	0,478	0,815	0,428	0,218
M1.4	0,179	0,452	0,406	0,842	0,383	0,215
M1.5	0,127	0,456	0,431	0,854	0,369	0,220
M2.1	0,278	0,488	0,544	0,372	0,828	0,513
M2.2	0,343	0,458	0,516	0,386	0,838	0,505

M2.3	0,385	0,439	0,445	0,360	0,827	0,407
M2.4	0,428	0,465	0,536	0,343	0,855	0,492
M2.5	0,450	0,464	0,522	0,468	0,890	0,422
Y.1	0,160	0,458	0,422	0,235	0,522	0,838
Y.2	0,199	0,517	0,457	0,155	0,479	0,890
Y.3	0,260	0,554	0,429	0,218	0,373	0,826
Y.4	0,179	0,460	0,412	0,153	0,481	0,872
Y.5	0,191	0,480	0,489	0,181	0,506	0,853

Source: Primary Data Processed, 2025

Based on Table 2, the discriminant validity through cross loading shows that each indicator has the highest load on the variable it measures compared to the other variable. This pattern indicates that each construct has a distinct measurement uniqueness and does not overlap excessively with other constructs. This means that the *indicators of Visibility, Metavoicing, Guidance shopping, Perception of Convenience, Consumer Trust, and Purchase Decision* can be empirically distinguished.

Table 3 Discriminatory Validity Results (HTMT)

	Guidance Shopping	Trust Consumers	Verdict Purchase	Metavoicing	Perception Convenience
Consumer Trust	0.513				
Purchase Decision	0.411	0.772			
Metavoicing	0.220	0.570	0.580		
Perception Convenience	0.492	0.602	0.668	0.504	
Visibility	0.253	0.632	0.567	0.240	0.608

Source: Primary Data Processed, 2025

Based on Table 3, the HTMT results of all construct pairs are below the general limit of 0.9. This shows that there is no problem of proximity of the construct being too high, so that the validity of the discriminant is reconfirmed. In other words, each variable in the model measures a different concept but is still theoretically interconnected.

c. Reliability Test

Table Error! No text of specified style in document. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability
Visibility	0.909	0.932
Metavoicing	0.893	0.921
Guidance shopping	0.899	0.925
Perception of Comfort	0.902	0.927
Consumer Trust	0.910	0.933
Purchase Decision	0.909	0.932

Source: Primary Data Processed, 2025

Based on Table 4, *Cronbach's Alpha* (0.893–0.910) and Composite Reliability (0.921–0.933) values for all variables are well above the minimum criteria. This indicates

that the internal consistency of the instrument is excellent and that each construct has strong reliability. With high reliability, the measurement results can be considered stable and reliable.

Evaluation of Structural Models (*Inner Model*)

a. Coefficient of Determination (R^2)

Table 5 Result of Coefficient of Determination (R^2)

	<i>R Square</i>	<i>R Square Adjusted</i>
Consumer Trust	0.572	0.564
Purchase Decision	0.566	0.561
Perception of Comfort	0.499	0.489

Source: Primary Data Processed, 2025

Based on Table 5, the coefficient of determination (R^2) shows that the exogenous variables in the model are able to explain the variation in Consumer Confidence by 57.2% and Purchase Decision by 56.6%, which belongs to the moderate to strong category. Meanwhile, Perception of Comfort has an R^2 of 49.9% which is moderate. This means that the constructed structural model has quite good explanatory capabilities, since almost half to more than half of the changes in the endogenous construct can be explained by exogenous constructs in the study.

b. Effect Size (f^2)

Table 6 Result Effect Size (f^2)

	Consumer Trust	Purchase Decision	Perception of Comfort
<i>Guidance shopping</i>	0.189		0.152
Consumer Trust		0.459	
<i>Metavoicing</i>	0.285		0.174
Perception of Comfort		0.161	
<i>Visibility</i>	0.393		0.321

Source: Primary Data Processed, 2025

Based on Table 6, the effect size (f^2) shows the magnitude of the influence of each variable. *Visibility* has a big influence on Consumer Confidence (0.393) and also a big influence on Perception of Comfort (0.321). *Metavoicing* showed a moderate to large influence on Consumer Confidence (0.285) and a moderate influence on Perception of Convenience (0.174). *Guidance shopping* has a moderate effect on Consumer Confidence (0.189) and moderate on Perception of Convenience (0.152). Meanwhile, Consumer Confidence contributed significantly to Purchase Decisions (0.459), and Perception of Convenience had a moderate effect on Purchase Decisions (0.161). Overall, these findings confirm that *the clarity of the Live streaming display* and the engagement of consumer interactions play an important role in forming trust and a sense of comfort, which in turn drives purchasing decisions.

c. Predictive Relevance (Q^2)

Table 7 Predictive Relevance (Q^2) Results

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Consumer Trust	775	456.903	0.410
Purchase Decision	775	458.536	0.408
Perception of Comfort	775	502.113	0.352

Source: Primary Data Processed, 2025

Based on Table 7, the predictive relevance (Q^2) values for Consumer Confidence (0.410), Purchase Decision (0.408), and Perception of Convenience (0.352) are all positive and quite high. This shows that the model has good predictive capabilities, meaning that the constructs in the model not only explain the relationship statistically, but are also relevant for predicting respondents' behavior in similar contexts. Thus, the PLS-SEM model used can be said to be predictively feasible and supports the conclusions of the study.

d. **Path coefficient**

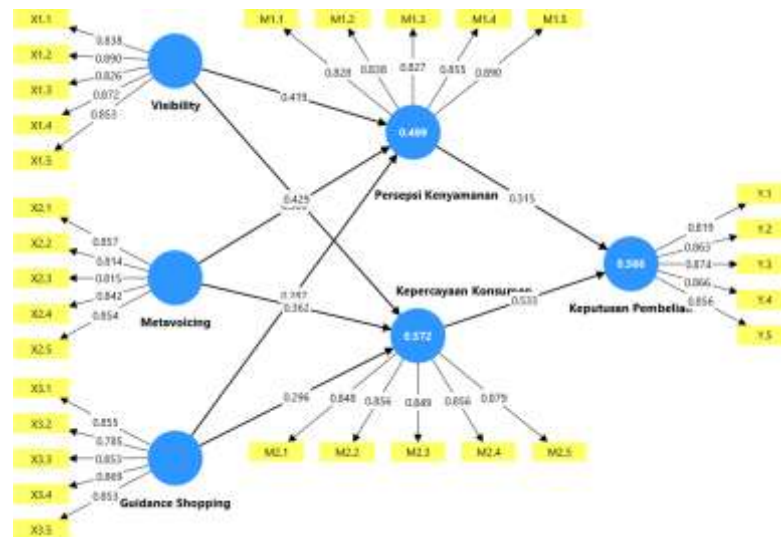


Image 6 Results *Path coefficient*

Table 8 Results *Path coefficient*

Hipotesis	b	T Statistics
<i>Visibility</i> -> Perception of Comfort	0,419	6,111
<i>Visibility</i> -> Consumer Trust	0,429	6,138
<i>Metavoicing</i> -> Perception of Comfort	0,306	4,164
<i>Metavoicing</i> -> Consumer Trust	0,362	5,366
<i>Shopping Guidance</i> -> Perception of Comfort	0,287	3,879
<i>Guidance shopping</i> -> Consumer Trust	0,296	4,740

Based on the results of the *path coefficient* analysis, all paths of relationship between variables in this research model showed a positive and significant influence. This is reflected in the positive value of the path coefficient (β) and the *p-value* which is below the significance level of 0.05, so that all hypotheses proposed in this study can be accepted.

Pengujian Hypothesis

Direct Effect

Table 9 Direct Influence Hypothesis Results

Hipotesis	b	T Statistics
<i>Visibility</i> -> Perception of Comfort	0.419	6.111
<i>Visibility</i> -> Consumer Trust	0.429	6.138
<i>Metavoicing</i> -> Perception of Comfort	0.306	4.164
<i>Metavoicing</i> -> Consumer Trust	0.362	5.366

<i>Shopping Guidance</i> -> Perception of Comfort	0.287	3.879
<i>Guidance shopping</i> -> Consumer Trust	0.296	4.740

Source: Primary Data Processed, 2025

Based on Table 9, the results of the direct effect test showed that all the relationships between variables in this study had a *p-value* of 0.000, which was below the significance level of 0.05. This indicates that all independent variables tested have a significant effect on their respective dependent variables. Furthermore, the results of testing the hypothesis of the direct influence between variables in this study can be explained as follows.

1) H1: *Visibility* has a significant influence on the perception of comfort

The results of the analysis showed that *Visibility* had a positive and significant effect on the perception of comfort, with a path coefficient value (β) of 0.419 and a *t-statistical* value of 6.111. This value shows that the hypothesis that there is an effect of *visibility* on the perception of comfort is accepted.

These findings indicate that visual clarity and product information displayed during *Live commerce* sessions can improve user comfort. The easier it is for users to see, understand, and evaluate the product, the lower the level of uncertainty felt, so the shopping experience becomes more comfortable.

2) H2: *Visibility* has a significant influence on consumer confidence

Based on the test results, *Visibility* was also proven to have a positive and significant effect on consumer confidence, with a β value of 0.429 and a *t-statistical* value of 6.138. Thus, the hypothesis that states the influence of *visibility* on user trust is accepted.

These results show that the transparency and completeness of the information presented during *Live streaming* play an important role in building trust. Users tend to trust the platform and sellers more when product information is conveyed clearly and easily verified. *Visibility* has also been proven to have a positive and significant effect on Consumer Trust.

3) H3: *Metavoicing* has a significant influence on the perception of comfort

The results of the analysis showed that *Metavoicing* had a positive and significant effect on the perception of comfort, with a path coefficient value (β) of 0.306 and a *t-statistical* value of 4.164. Therefore, the hypothesis that there is an influence of *metavoicing* on the perception of comfort is accepted.

These findings indicate that active interaction through comments, questions, and responses during *Live streaming* sessions makes users feel more engaged and valued. This engagement creates a more interactive and enjoyable shopping experience, thus increasing the perception of convenience.

4) H4: *Metavoicing* has a significant influence on consumer confidence

Based on the test results, *Metavoicing* was proven to have a positive and significant effect on user trust, with a β value of 0.362 and a *t-statistic* value of 5.366. Thus, the hypothesis that there is a *metavoicing* effect on user trust is accepted.

These results show that two-way communication and openness of interaction during *Live streaming* are able to increase users' confidence in the seller's credibility. The immediate response and reviews of other users serve as social proof that reinforces trust. H5: *Guidance shopping* has a significant influence on the perception of comfort

5) H5: Guidance shopping has a significant influence on the perception of comfort

The test results showed that *Guidance shopping* had a positive and significant effect on the perception of comfort, with a β value of 0.287 and a *t-statistic* value of 3.879. Therefore, the hypothesis that there is an influence of *guidance shopping* on the perception of comfort is accepted.

These findings show that the guidance and recommendations provided during the shopping process help users in understanding product choices and reduce confusion. This condition reduces the level of difficulty consumers have in processing information, thereby increasing convenience in decision-making

6) H6: Guidance shopping has a significant influence on consumer confidence

Based on the results of the analysis, *Guidance shopping* proven to have a positive and significant influence on user trust, with a path coefficient value of 0.296, a value of *t-statistic* 4,740, and *p-value* by 0.000. Thus, the hypothesis that states the existence of an influence *guidance shopping* to the user's trust is accepted.

These results show that relevant and clear shopping guides increase user confidence in the system and the seller. Users consider that the recommendations provided reflect the platform's capabilities in assisting the decision-making process, thereby strengthening trust.

Indirect effect

Table 10 Indirect Influence Hypothesis Results

Hipotesis	b	T Statistics	P Values
<i>Visibility</i> -> Perception of Comfort -> Decision Purchase	0.132	3.009	0.003
<i>Metavoicing</i> -> Perception of Comfort -> Decisions Purchase	0.097	2.756	0.006
<i>Shopping Guidance</i> -> Perception of Convenience-> Purchase Decision	0.090	2.614	0.009
<i>Visibility</i> -> Consumer Trust-> Purchase Decisions	0.228	4.333	0.000
<i>Metavoicing</i> -> Consumer Trust -> Purchase Decisions	0.193	4.502	0.000
<i>Shopping Guidance</i> -> Consumer Trust -> Purchase Decision	0.157	3.822	0.000

Source: Primary Data Processed, 2025

The indirect influence test in this study aims to determine the role of consumer perception of convenience and trust as a mediating variable in the relationship between *IT affordance* (*visibility*, *metavoicing*, and *guidance shopping*) on purchase decisions. An indirect effect is declared significant if the *t-statistic* value > 1.96 and the *p-value* < 0.05. Based on Table 10, the results of the indirect influence test through the mediation variables of Perception of Convenience and Consumer Trust can be explained as follows.

1) H7: Perception of convenience mediates the influence of IT Affordance on purchasing decisions

Based on the results of the indirect influence test, the perception of convenience was proven to mediate the influence of *IT Affordance* on actual purchasing decisions. This is shown by all mediation pathways involving the perception of convenience,

namely the influence of *visibility*, *metavoicing*, and *guidance shopping* on purchase decisions through the perception of comfort, which showed a positive and statistically significant influence with a *t-statistic* value greater than 1.96 and a *p-value* less than 0.05, respectively.

These findings show that *IT Affordance* creates a perception of user convenience through the ease of obtaining information, *real-time* interaction, and shopping guides. This condition makes the process of product evaluation and decision-making simpler, thus encouraging users to make purchase decisions.

2) **H8: Trust mediates the influence of *IT Affordance* on purchasing decisions**

The test results also showed that consumer confidence mediated significantly the influence *IT Affordance* against the actual purchase decision. The entire mediation pathway through consumer trust, which includes influence *visibility*, *metavoicing*, and *guidance shopping* on the purchase decision through trust, showing a positive and significant influence, with the value of *t-statistic* greater than 1.96 and *p-value* smaller than 0.05.

These findings indicate that transparency of product information, open two-way interaction, and relevant shopping recommendations and guidelines are able to foster consumer confidence in seller credibility and system reliability. When the level of trust increases, consumers tend to feel more secure in transactions, so the probability of an actual purchase decision becomes higher.

Discussion

The Influence of Visibility in Live Commerce on Purchase Decisions

The visibility variable, as one of the dimensions of IT affordance, has been proven to have a significant influence on the perception of comfort ($\beta = 0.419$; $T = 6.111$) and consumer confidence ($\beta = 0.429$; $T = 6.138$). These findings show that the technological ability of the TikTok Shop application to display product information clearly and in real time during Live commerce sessions plays an important role in shaping consumers' psychological experiences, which ultimately drive purchase decisions.

In the context of consumers in DKI Jakarta Province, these results reflect the characteristics of urban communities that have high mobility and limited time for in-depth information searches. Jakarta consumers tend to rely on informative and immediately understandable visual displays as the basis for product evaluation. Thus, visual clarity becomes a crucial factor in creating a sense of comfort and reducing uncertainty.

On the TikTok Shop platform, visibility is realized through the Live streaming feature that allows consumers to view products in real time, including usage demonstrations, physical product details, and transparent pricing and promotional information. This feature enables consumers to obtain comprehensive product information without switching platforms, thereby accelerating the decision-making process.

Within the Stimulus–Organism–Response (S–O–R) framework, visibility functions as a technological stimulus that creates an informative and transparent shopping experience. This stimulus influences the organism in the form of consumer perceptions of comfort and trust, as consumers obtain product information clearly and in real time. Thus, visibility not only serves as a visual feature but also as a mechanism to build consumer trust in TikTok Shop Live commerce in DKI Jakarta Province.

The results of this study align with the findings of Yang (2024) and Lu and Chen (2021), who stated that visibility facilitates consumers' understanding of product characteristics and enhances convenience during Live streaming-based shopping.

Furthermore, the influence of visibility on trust is consistent with Sun et al. (2019) and Nurhapizah (2024), who found that visual transparency and direct host explanations strengthen perceptions of seller credibility. Nugraha (2025) also discovered that trust formed through visibility positively impacts actual purchasing decisions.

The Influence of Metavoicing in Live Commerce on Purchase Decisions

The metavoicing variable, as an interactive affordance, significantly influences the perception of comfort ($\beta = 0.306$; $T = 4.164$) and consumer confidence ($\beta = 0.362$; $T = 5.366$). This indicates that TikTok Shop's ability to facilitate two-way communication during Live streaming sessions plays a crucial role in influencing purchase decisions.

Among DKI Jakarta consumers, who are generally critical and selective, interaction features such as comment sections, direct Q&A, and real-time responses from hosts create an active participation space. This interactivity allows consumers to clarify doubts directly, increasing their comfort and reinforcing trust in sellers.

Within the S–O–R framework, metavoicing serves as a stimulus that generates an interactive and participatory shopping experience. This stimulus influences the organism in the form of consumer perceptions of comfort and trust because consumers can interact directly and verify information during Live sessions. Thus, metavoicing not only serves as a communication feature but also functions as a mechanism to build consumer confidence in TikTok Shop Live commerce in DKI Jakarta Province.

This finding is consistent with Nurhapizah (2024), who states that metavoicing enhances consumer comfort by enabling direct access to relevant information. Nugraha (2025) also found that openness and responsiveness in Live streaming communication positively signal seller credibility.

The Influence of Guidance Shopping in Live Commerce on Purchase Decisions

The guidance shopping variable was shown to have a positive and significant effect on the perception of comfort ($\beta = 0.287$; $T = 3.879$) and consumer confidence ($\beta = 0.296$; $T = 4.740$). These findings indicate that TikTok Shop's ability to provide guidance, recommendations, and product selection assistance during Live commerce sessions is an important component of IT affordance that supports purchasing decisions.

For consumers in DKI Jakarta Province, who face a wide selection of products and abundant information, clear guidance simplifies the decision-making process. Consumers feel more comfortable when they receive relevant recommendations and targeted product explanations, helping minimize perceived risk.

On the TikTok Shop platform, guidance shopping is implemented through hosts who provide product recommendations, explain product differences, and offer suggestions tailored to consumer needs. This guidance helps consumers better understand product value and strengthens confidence in their purchase decisions.

Within the S–O–R framework, guidance shopping functions as a stimulus that fosters a targeted and supportive shopping experience. This stimulus influences the organism in the form of consumer perceptions of comfort and trust by assisting them in understanding product information and making appropriate choices. Thus, guidance shopping acts not only as supporting assistance in the product selection process but also as a mechanism to build consumer confidence in TikTok Shop Live commerce in DKI Jakarta Province.

These results are consistent with Sun et al. (2019) and Nurhapizah (2024), who found that guidance shopping enhances consumer trust and comfort in Live streaming commerce. For DKI Jakarta consumers faced with numerous product options, host guidance helps simplify decision making. Relevant recommendations and focused explanations reduce

cognitive burden and perceived risk, making consumers more comfortable and confident when purchasing.

The Influence of Consumer Perceptions of Convenience and Trust in Mediating the Relationship Between IT Affordance and Purchase Decisions

The mediation test results show that consumer perceptions of convenience and trust significantly mediate the relationship between IT affordance and purchase decisions. These findings indicate that the influence of technological features occurs indirectly—through psychological responses from consumers.

For DKI Jakarta consumers, psychological experience is critical, as urban consumers tend to prioritize efficiency, clarity of information, and a sense of security in online transactions. Technology features that fail to create comfort and trust are less effective in influencing purchase decisions.

On TikTok Shop, the combination of visibility, metavoicing, and guidance shopping creates an informative, interactive, and targeted shopping experience. This integration simplifies information evaluation, reduces uncertainty, and lessens consumers' cognitive load.

Within the S–O–R framework, IT affordance acts as a stimulus influencing the organism (consumer perceptions of comfort and trust). These two variables serve as mediators bridging the effect of IT affordance on the response—purchase decisions. Thus, purchase decisions are shaped not directly by technological features but through consumers' psychological experiences while engaging with TikTok Shop Live commerce.

These results align with Yang (2024), Lu and Chen (2021), and Sun et al. (2019), who identify trust as a crucial mediator linking technological features to purchasing behavior. Likewise, studies by Nurhapizah (2024) and Nugraha (2025) confirm that IT affordance influences purchasing behavior through consumer psychological factors.

Managerial Implications

At the end of this study, managerial implications were developed to highlight both the theoretical and practical contributions that can be applied in a business context.

Theoretical Contributions

Theoretically, this study suggests that IT affordance in the context of Live commerce serves as the main stimulus influencing consumer behavior through psychological mechanisms—specifically, perceptions of convenience and trust—consistent with the S–O–R framework. These findings reinforce the literature suggesting that the effectiveness of technological features is determined not merely by their technical existence but by their ability to facilitate user actions and reduce information uncertainty.

Furthermore, this research expands the study of Live commerce by demonstrating that perceptions of convenience and trust function as dual mediators influencing purchase decisions, not just purchase intentions. This implication provides a deeper understanding of consumer decision-making processes, especially among DKI Jakarta consumers, who value efficiency, information clarity, and security in digital transactions.

Practical Contributions

Practically, the findings indicate that Live commerce platforms such as TikTok Shop should develop policies and operational strategies that emphasize strengthening visibility, metavoicing, and guidance shopping features. Clear and transparent product presentations accompanied by live demonstrations can enhance consumer understanding and comfort.

Active and responsive two-way interactions between sellers and buyers also play a key role in building trust and increasing engagement during Live commerce sessions. Additionally, providing clear recommendations and product guidance helps consumers evaluate and select products efficiently, simplifying decision making.

In DKI Jakarta Province, where consumers are highly active and time-constrained, managing technological features focused on convenience and trust is crucial. This approach not only encourages immediate purchases but also strengthens consumer confidence and loyalty, motivating them to continue using TikTok Shop over competing platforms.

Conclusion

Based on the results of the research analysis, it can be concluded that visibility, metavoicing, and guidance shopping in Live commerce have a positive and significant effect on purchase decisions, where visual clarity and product information, two-way real-time interactions, as well as directions and recommendations from sellers or hosts, enhance consumer confidence in making purchase decisions. In addition, consumer perceptions of convenience and trust have been shown to mediate the relationship between IT affordance and purchase decisions, indicating that the influence of technology in Live commerce operates not only directly but also through the formation of a comfortable shopping experience and consumer trust. Based on these findings, further research is recommended to adopt a mixed-methods approach by combining quantitative and qualitative techniques to explore consumer experiences more deeply, as well as to include additional variables such as perceived value, customer satisfaction, or risk perception to broaden the understanding of consumer psychological mechanisms. Practically, the results of this study emphasize the importance of clear product information management, transaction transparency, and interaction quality during Live streaming as managerial strategies to strengthen consumer comfort and trust, thereby encouraging more effective purchase decisions.

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