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ACTUAL PURCHASE ON LIVE STREAMING TIKTOK SHOP: THE INFLUENCE OF TRUST, FLOW EXPERIENCE, AND IT AFFORDANCE

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ABSTRACT

The use of live streaming technology has transcended its marketing function, evolving into a platform for fostering deeper interactions between sellers and consumers. The accessibility of technology, trust, and the flow experience play crucial roles in facilitating transactions within the context of live streaming commerce. These factors influence consumer desire to make purchases and ultimately drive actual purchases. This research aims to investigate the influence of these factors on purchase intention and actual purchases within the context of live streaming commerce services in Indonesia. The data analysis method employed is SEM-PLS, with TikTok as the research subject. TikTok, through its TikTok Shop platform, has become one of the primary choices for live streaming commerce services in Indonesia, with 6 million users as sellers and 7 million users as affiliates. The results of this study show that visibility affordance, metavoicing affordance, and guidance shopping affordance can affect purchase intention which in turn affects actual purchases by customers through trust in seller, trust in platform, and immersion. This research not only provides valuable insights for practitioners and sellers in the field of live streaming commerce, but also provides a foundation for the development of technology platforms that meet market needs.

KEYWORDS *Actual Purchase, IT affordance, Live Streaming Commerce, SEM-PLS*

INTRODUCTION

The use of live streaming technology in e-commerce continues to show rapid growth (Sun et al., 2019b). Live streaming has become a major force supporting direct interaction between sellers and consumers, creating a more dynamic and engaged shopping experience. In previous research, it was found that live streaming has a significant positive impact on increasing e-commerce sales in general (Chen et al., 2020). Through live streaming, users can experience e-commerce, social networking, and entertainment to buy the displayed products or services with just a few touches on their smartphones (Liu & Kim, 2021).

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According to Lidwina (2021), 88.1% of internet users in Indonesia use e-commerce services to purchase certain products. This figure records Indonesia's position as the country with the highest level of e-commerce usage compared to internet users in the world, according to the We Are Social survey in April 2021. This success makes the e-commerce sector the largest contributor to Indonesia's digital economy by 2023. Estimates show that the Gross Merchandise Value (GMV) of Indonesia's digital economy in the e-commerce sector will reach US$62 billion by that year (Annur, 2023). This accounts for 75.6% of the total GMV of Indonesia's digital economy, which is estimated to reach US$82 billion by 2023. Specifically, Indonesia still leads in digital economy GMV in Southeast Asia in that year.

The shift of e-commerce users to live commerce is a significant trend in digital retail sales. Live commerce, which combines elements of e-commerce and live streaming, has gained tremendous popularity globally, especially in Asia. Platforms such as Douyin (TikTok) and Shopee have successfully integrated live streaming into their e-commerce models, offering users an immersive shopping experience (Lin et al., 2023). This shift is driven by the desire for a more engaging and interactive experience, as well as the ability to connect with products and brands in real-time. Live commerce has also been shown to increase conversion rates and customer loyalty, as users can directly interact with products and ask questions to sellers (Rizkia et al., 2024).

The trend of live shopping in e-commerce is expanding and gaining attention, particularly in terms of technology. The accessibility of technology enables users to connect through live streaming. The concept of IT affordance takes into account technological factors in live streaming and customer perceptions during live shopping (Sun et al., 2019a). User behavior, ranging from organizational to individual levels, can be impacted by the availability of information technology. This concept highlights how the integration of technology from live streaming and e-commerce can motivate users to make purchases while engaging with other users (Grange et al., 2013).

Trust poses a significant challenge for e-commerce (Reichheld & Schefter, 2000). Despite e-commerce having a strong foundation of trust and security (D. J. Kim et al., 2009), users do not immediately place full trust in the platform. Trust plays a crucial role in determining user intention to shop (Tuncer, 2021). Consequently, there is a need to enhance user trust in e-commerce, particularly in the live streaming shopping feature. Many potential customers seek to establish trust in the seller by examining other users' ratings and comments, as well as engaging in direct communication with the seller (Stephen & Toubia, 2010).

Flow experience represents an intrinsically optimal state in which a person is deeply engaged in an activity without being distracted by other thoughts (Hoffman & Novak, 1996). This state is recognized as a key component in understanding online behavior and defining the stimulating nature of online user experiences, such as e-commerce or social media (Pelet et al., 2017). The concept of 'flow' offers a new perspective on understanding one's actions in the digital world, including the necessity to develop flow experiences to enhance the live shopping sector in e-commerce and sustain its viability (Zhang et al., 2014). In the context of live

shopping in e-commerce, doubts about the product, uncertainty about the seller, and transactional risks can all disrupt user flow and diminish the intention to transact in e-commerce, thereby negatively impacting the customer experience.

Research on live shopping factors in e-commerce has attracted considerable attention. Yu et al. (2018) showed that the level of viewer connectedness during live streaming has an impact on 'gifting' activities to sellers. Sun et al. (2019b) investigated how live shopping adaptations can influence purchase intention.Dong et al. (2016) focused more on understanding whether adapting the availability of information technology to live shopping strengthens or weakens the social relationship between sellers and buyers. Research by Agmeka et al. (2019) is one of the studies that found that user purchase intention affects actual purchase in the scope of e-commerce in Indonesia. Tuncer (2021) also connects the concept of IT affordance to trust in sellers and platforms and flow experience to purchase intention.

Studies from Sun et al. (2019b), Agmeka et al. (2019), and Tuncer (2021) are related research on the topic of the influence of technology availability in determining actual purchase in the scope of live shopping through live streaming in e-commerce. However, these three studies have limitations. Sun et al. (2019b) only focuses on research to find whether the technological adaptation of live streaming services has an impact on purchase intention, not on actual purchases, especially in social commerce. The study of Agmeka et al. (2019) is also limited because the context of their research is to assess the actual purchase factor based on the existence of discounts on e-commerce platforms without taking into account the concept of IT affordance. In addition, research from Tuncer (2021) connects IT availability, flow experience, and trust to purchase intention alone without taking into account actual purchase.

Therefore, this study aims to determine the factors that influence users' actual purchase when live shopping through live streaming services in e-commerce, especially TikTok Live. This research reviews and enriches the study of IT affordance related to the impact of live streaming technology adaptation on actual purchase social commerce. Factors such as trust, and flow experience will be further investigated as they relate to user experience in e-commerce. This research can serve as a reference and guide for e-commerce regulators, especially live streaming services, in preparing rules for the use of technology for online shopping. Organizations and individuals who utilize live steraming services as sellers can also use this research as a benchmark to improve user experience and even sales from the technology side.

Literature Review

Customer Behavior

Customer behavior has undergone significant changes over time, influenced by various factors such as technological advancements, shifting social norms, and evolving consumer preferences. One trend that stands out is the increasing reliance on digital platforms for shopping and communication. This shift towards e-commerce and online interactions has led to the increased use of customer relationship management (CRM) systems, which enable businesses to manage

customer interactions more effectively and personalize their services (Maulana, 2024). This change in behavior reflects the growing importance of convenience, speed, and accessibility in modern consumer culture. The impact of these changes in customer behavior on business is significant. To remain competitive, companies must adapt to these changes by incorporating digital platforms, emphasizing sustainability, and prioritizing customer satisfaction.

Before the advent of live streaming shooping and live shopping in e-commerce, customer behavior was largely influenced by the traditional online shopping experience (Fu, 2022). Customers relied on static product descriptions, images and reviews to make informed purchasing decisions. This has led to a more methodical and calculating approach to shopping, with customers carefully weighing the pros and cons of each product before making a purchase. The lack of direct interaction with sellers and the absence of real-time feedback means that customers often have limited opportunities to engage with products beyond the initial purchase. This more structured approach to shopping results in higher levels of consideration and a lower likelihood of impulse purchases.

The introduction of live streaming and live shopping in e-commerce has significantly changed customer behavior. With the ability to interact directly with sellers and view products in real-time, customers are now more likely to make impulse purchases. Live streaming allows customers to experience products in a more immersive and dynamic way, thus fostering a sense of excitement and urgency that can drive sales. The interactive nature of live shopping also allows customers to ask questions, share experiences, and receive personalized advice, which can improve their overall shopping experience and increase their trust in the seller. This shift towards a more interactive and dynamic shopping experience has led to a significant increase in the likelihood of impulse purchases, as customers are more likely to act on their emotions and make spontaneous decisions.

Live Streaming Social Commerce

Social commerce refers to the buying and selling of goods and services conducted electronically over the internet (Burt & Sparks, 2003). It involves electronic funds transfer, electronic data exchange, and various online business transactions. In this context, live shopping e-commerce is one of the latest innovations that combines live streaming elements with electronic commerce activities. Live shopping e-commerce allows sellers to directly interact with potential buyers through live streaming sessions, introduce products, provide reviews, and answer questions in real-time (Liu & Kim, 2021). Live shopping in e-commerce shows an increasing trend in popularity in various parts of the world including in Indonesia (Purwanti, 2023; Setiawan, 2022). Previous research by Lu & Chen (2021) found that live streaming has a significant positive impact on increasing e-commerce sales in general.

IT Affordance

Information technology (IT) affordance refers to the capability of technology to offer actions to users in specific situations (Nagy & Neff, 2015). This concept holds significance in technology studies, although there are differing

perspectives on its definition and approach, particularly when considering social aspects like social media, s-commerce, live streaming, internet of things, e-commerce, and other innovative technologies (Nagy & Neff, 2015). The concept of IT-affordance originates from affordance theory, which pertains to visual perception and concerns the opportunities that the environment presents to individuals (Gibson, 2014). According to affordance theory, the actions that can be triggered, or the availability of actions, may vary based on the characteristics of the environment and the user. In the realm of information systems, affordance is defined as the potential to guide users towards intended actions through the interaction of technical objects with users (Markus & Silver, 2008). Faraj & Azad (2012) also describe IT affordance as "the possibilities and opportunities for actions that emerge from the actor's engagement with the technology focus."

Sun et al. (2019b) have previously conducted research on IT affordance. Their study aims to identify factors in live streaming that stimulate purchase intention, particularly on social commerce platforms, from the perspective of IT affordance. The IT affordance variables examined in the study consist of visibility, metavoicing, and guidance shopping. The findings indicate that these three IT affordance variables influence purchase intention through engagement with live streaming.

Dong & Wang (2018) conducted a study on the impact of IT affordance on social tie formation in online social commerce. Social tie refers to the interactions between individuals. The study utilized IT affordance variables such as visibility, metavoicing, triggered attending, guidance shopping, social connecting, and trading. The findings revealed that IT affordances enhance interactivity and support the formation of social ties, leading to an increased desire for repurchase among buyers. The research focuses on the role of IT affordance in e-commerce, particularly the live streaming feature, and its influence on user behavior during live shopping.

Trust

Trust plays a crucial role in online shopping, as it is essential for building strong relationships between buyers, sellers, and other involved parties (Al-Debei et al., 2015). In various online settings, trust is highlighted as a key factor in minimizing uncertainty and risk for individuals (Wang & Herrando, 2019). It is necessary to mitigate perceived risk in transactions, particularly due to the abundance of consumer-generated information on social media and e-commerce platforms without direct communication. Building consumer trust can foster positive purchasing behavior and ensure the success of online businesses. Trust is defined as reliance on the attributes of an object or the conduct of an individual to achieve a desired outcome in a risky situation (Giffin, 1967). It encompasses an optimistic outlook on the other party's commitment and capability to fulfill their commitments. Trust is viewed as a straightforward concept, particularly in the context of transactions between social commerce platforms, sellers, and consumers. Trust in online platforms is linked to consumers' perceptions of the social media system's structure and its structural assurances (Aiken & Boush, 2006). Trust in the

seller involves consumers' expectations of the seller's honesty in their communications and statements on the e-commerce platform (Chang & Yu, 2023).

Flow Experience

Csikszentmihalyi (1975) suggested flow theory which is used to define individual experiences when interacting or participating in any activity. Flow experience is defined as a state in which people are so intensely involved in an activity that nothing else seems important and the experience itself is so enjoyable that people will do it even at great expense, just to do it (Nakamura, J., Csikszentmihalyi, 2009). Flow is also known as optimal experience, which is defined as a psychological state in which individuals feel pleasure by engaging in actions that are within their own control (S. K. Kim & Park, 2021). Individuals can be fully engaged in the process by perceiving flow experiences as situations that provide rewards and make them feel that time is passing quickly.

Flow experiences have been conceptualized by researchers in many contexts and empirically investigated using both quantitative and qualitative methodologies (Delle Fave et al., 2011). In the context of online shopping, flow is described as the experience of consumers engaging in a shopping event with full concentration, control, and enjoyment of the platform used (Gao & Bai, 2014). Therefore, enhancing the flow experience in a digital environment such as the live streaming service platform in e-commerce is an absolute requirement for the existence of both the platform and the seller because it stimulates enough concentration to make the customer feel that nothing is more important than the psychological state of the moment.

Hypotheses Development

IT Affordance and Trust

Trust in this context refers to the trust built between the user and the information technology or the seller. The relationship between IT affordance and trust is very important in the context of technology, especially in the digital era where users often interact with various online platforms and services. Good IT affordance can increase users' trust in a platform or system, and conversely, high trust can strengthen technology use and adoption. This includes visibility, metavoicing, and guidance shopping affordance (Sun et al., 2019b). When users believe that the information technology can protect their personal data, provide a good user experience, and provide reliable solutions, they tend to be more comfortable and trusting to use the platform continuously. It also includes how technology can build trust in sellers. Research by Tuncer (2021) shows that several factors in IT affordance affect trust in seller and trust in platform. Based on the explanation above, the hypotheses that can be raised are:

H1: Visibility (VI) has a significant influence on Trust in Seller (TS).
H2: Metavoicing (ME) has a significant influence on Trust in Seller (TS).
H3: Guidance Shopping (GS) has a significant influence on Trust in Seller (TS).
H4: Visibility (VI) has a significant influence on Trust in Platform (TP).
H5: Metavoicing (ME) has a significant influence on Trust in Platform (TP).
H6: Guidance Shopping (GS) has a significant influence on Trust in Platform (TP).

IT Affordance and Flow Experience

Flow experience is a very deep and satisfying experience that often occurs when a person challenges himself in doing activities that are within his capabilities. IT affordance refers to the ability of information technology to provide users with a variety of features, functions and interaction possibilities. When information technology is well designed, it can create an environment that allows users to achieve this flow experience. The better the IT affordance of a platform or system, the more likely users will experience a flow experience when using the technology. This means that the design and implementation of information technology that pays attention to the overall user experience can bring benefits not only in terms of functionality and performance, but also in terms of a deep and satisfying psychological experience for users. Improving the flow experience in a digital environment such as the live streaming service platform in e-commerce is an absolute requirement for the existence of both the platform and the seller because it stimulates enough concentration to make the customer feel that nothing is more important than the psychological state of the moment. Research by Tuncer (2021) supports this, that several factors from IT affordance affect the flow experience. Based on the explanation above, the hypotheses that can be raised are:
H7: Visibility (VI) has a significant influence on Flow experience (FE).
H8: Metavoicing (ME) has a significant influence on Flow experience (FE).
H9: Guidance Shopping (GS) has a significant influence on Flow experience (FE).

Trust and Purchase Intention

Trust plays a very important role in influencing consumer purchase intention in the context of e-commerce. When consumers trust a platform, they tend to have stronger purchase intentions. Similarly, when consumers trust sellers, they tend to have stronger purchase intentions. Research by Tuncer (2021) shows that trust in seller and trust in platform affect purchase intention. Based on the explanation above, the hypotheses that can be raised are:
H10: Trust in Seller (TS) has a significant influence on Purchase Intention (PI).
H11: Trust in Platform (TP) has a significant influence on Purchase Intention (PI).

Flow Experience and Purhcase Intention

The relationship between flow experience and purchase intention in the context of e-commerce suggests that the more a person experiences flow when interacting with a seller or product through an e-commerce platform, the higher the likelihood that they have the intention to make a purchase. Flow experience can occur when a person browses an e-commerce platform that offers smooth navigation, an intuitive user interface, and a satisfying shopping experience. When a person feels deeply connected to the platform and enjoys a seamless shopping process, they tend to experience a good flow experience. This is supported by Tuncer (2021) which states that flow experience has an influence on purchase intention. Based on the explanation above, the hypotheses that can be raised are:
H12: Flow experience (FE) has a significant influence on Purchase Intention (PI).

Purhcase Intention and Actual Purchase

The relationship between purchase intention and actual purchase is at the core of the consumer purchase process in e-commerce in this study. It is the action that converts purchase intention into an actual transaction. The relationship between the two is that purchase intention tends to be a good predictor of actual purchase. In other words, the higher a person's level of purchase intention, the more likely they are to actually make a purchase. However, it is important to remember that while purchase intention can be a strong indicator, not all purchase intentions will result in an actual purchase. There are various factors that can influence whether someone ultimately decides to make a purchase, including economic factors, opportunity, changing preferences, or experiences during the buying process. Research by Agmeka et al. (2019) shows that there is a relationship between purchase intention and actual purchase. Based on the explanation above, the hypotheses that can be raised are:

H13: Purchase Intention (PI) has a significant influence on Actual purchase (AP).

The Conceptual framework is shown in Figure 1.

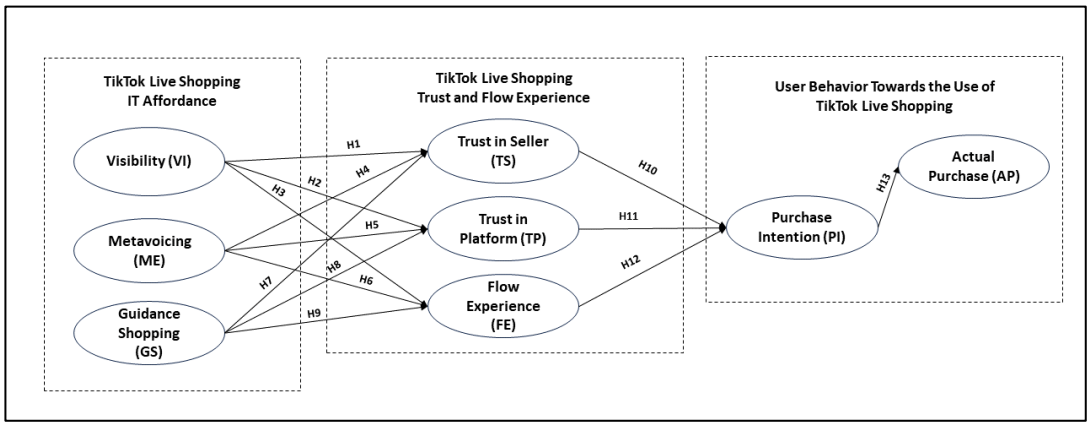

Figure 1. Conceptual framework

RESEARCH METHOD

This research concentrates on social commerce platforms that feature live streaming shopping. TikTok Live is one of the most popular live streaming e-commerce platforms in Indonesia, which recently bought Tokopedia shares, with 25% of respondents choosing it as the most frequently used live streaming feature, according to a Populix survey conducted in June 2023 (Purwanti, 2023). In carrying out this research, researchers utilized data obtained directly from respondents through the process of distributing questionnaires. In this study, an online questionnaire was used as a data collection tool. The statement will be given to respondents through Google Form, so that it can reach more respondents.

The questionnaire consisted of 25 self-report statement items, 5 respondent demographic information, and 1 respondent matching statement. The questionnaire also included statements from 8 variables from visibility to actual purchase. In this

study, a measurement scale known as the Likert scale was used. This scale is useful for assessing the attitudes, opinions, and perceptions of individuals or groups towards social phenomena. The use of this Likert scale is a self-report method in measurement and in this study uses five levels, namely strongly disagree, disagree, moderate or neutral, agree and strongly agree.

This research designs all indicator items based on previous studies with some adjustments to adjust the context and object of research. Statement items were initially used in Indonesian and then distributed to respondents. Once collected, they were translated into English in this study for data processing. The sample in this study were people who had shopped at least once through the TikTok live streaming service in the last 1 year. This is so that the perceptions and experiences of technology felt by respondents are still relevant when the research is conducted, not too far away with the rapid development of technology. Samples were taken in Indonesia using random sampling, namely by spreading in TikTok Live comments and making TikTok posts about live shopping.

The questionnaire was distributed from June 21, 2024 to June 26, 2024 and received 307 respondents. After checking, 296 valid respondents were obtained who met the criteria for determining the sample, namely having shopped through TikTok Shop live streaming at least once in the last year and completing all the variable questions on the questionnaire.

The items of Visibility (VI), Metavoicing (ME), Guidance Shopping (GS) and Purchase Intention (PI) were adapted from the research of Sun et al. (2019). Meanwhile, Trust in Seller (TS), Trust in Platform (TP) and Flow Experience (FE) are adapted from Tuncer's research (2021). Meanwhile, Actual Purchase (AP) is adapted from the research of Agmeka et al. (2019). These items are explained in detail in Appendix 1.

Control variables in this model include gender, age, latest education, average range of income per month, as well as the most frequently purchased categories at TikTok Shop. Table 1 shows the demographic information of the respondents in this study. Of all respondents, 61.5% (n=181) were female and 38.85% (n=115) were male. Most respondents were between 25-34 years old (n=108) with 36.49% and 18-24 years old (n=126) with 42.57%. The product categories most frequently purchased through TikTok Shop live streaming show that Beauty, Care, and Health categories dominate with 31.08% (n=92). In terms of monthly income, 97 people (32.77%) have a monthly income between Rp 6,000,000 to Rp 9,999,999, and an income of less than Rp 3,000,000 totaling 91 people (30.74%). This data shows that the majority of TikTok Shop users in Indonesia are in the lower and middle income ranges, with most having monthly incomes below Rp 3,000,000 to Rp 9,999,999.

Table 1. Demographics of Respondents (N = 296)

ITEMS		FREQUENCY	PERCENTAGE (%)
Gender	Male	115	38,85
	Female	181	61,15
Age	<18 years	19	6,42
	18-24 years	126	42,57

ITEMS		FREQUENCY	PERCENTAGE (%)
	25-34 years	108	36,49
	35-44 years	41	13,85
	45-54 years	1	0,34
	>54 years	1	0,34
Latest Education Level	SMP / SLTP / Equivalent	5	1,69
	SMA / SLTA / Equivalent	109	36,82
	Diploma	43	14,53
	S1 / Bachelor / Equivalent	130	43,92
	S2 / S3 / Postgraduate / Equivalent	9	3,04
Average range of income per month	Less than Rp 3,000,000	91	30,74
	Rp 3,000,000 - Rp 5,999,999	76	25,68
	Rp 6,000,000 - Rp 9,999,999	97	32,77
	Rp 10,000,000 - Rp 14,999,999	17	5,74
	Rp 15,000,000 or more	15	5,07
Most frequently purchased categories at TikTok Shop	Electronics	27	9,12
	Fashion and Fashion Accessories	79	26,69
	Lifestyle	43	14,53
	Beauty, Care, and Health	92	31,08
	Maternal and Child/Baby Supplies	3	1,01
	Home Supplies	25	8,45
	Everyday products / Fast moving consumer goods (FMCG)	27	9,12

RESULT AND DISCUSSION

This study used Smart PLS 3.29 for data analysis. The model was tested with SEM-PLS. PLS-SEM is characterized by its ability to handle non-normally distributed data, small sample sizes, and the use of formative indicators (Hair et al., 2014) which is suitable for this study.

Measurement Model

This study uses Cronbach's Alpha and Composite Reliability (CR) to test the reliability of the proposed model. Table 2 shows that the Cronbach's Alpha value is in the range of 0.818 to 0.918 and the CR value is in the range of 0.892 to 0.942. This means that both metrics have met the reliability value, which is above 0.7

(Sarstedt et al., 2014), which means that the model has met the reliability requirements.

In addition, this study uses the average variance extracted (AVE) and outer loading (loading factor) values to test convergent validity in this model. The AVE value of all constructs is in the range of 0.733 and 0.823, this has met the minimum value requirement of 0.5 (Hair et al., 2014) and all loading values have exceeded the minimum of 0.7, which means that the indicator is able to reflect the variable. The test results show that convergent validity has been met.

Table 2. Cronbach's Alpha, Composite Reliability, and AVE

CONSTRUCT	CRONBACH'S ALPHA	COMPOSITE RELIABILITY	AVE
Actual Purchase	0.918	0.942	0.803
Flow Experience	0.85	0.907	0.766
Guidance Shopping	0.818	0.892	0.733
Metavoicing	0.828	0.897	0.744
Purchase Intention	0.892	0.933	0.823
Trust in Platform	0.885	0.929	0.814
Trust in Seller	0.864	0.917	0.786
Visibility	0.848	0.908	0.767

For discriminant validity, this study uses the cross loading test method. Table 4 shows that all loading indicators have met cross loading, which is higher on their own constructs than other constructs (Hair & Bush Robert P, 2010).

Table 3. Cross Loading and Loading Factor

	AP	FE	GS	ME	PI	TP	TS	VI
[AP1]	**0.898**	0.648	0.618	0.662	0.708	0.604	0.642	0.625
[AP2]	**0.892**	0.62	0.713	0.723	0.774	0.69	0.671	0.702
[AP3]	**0.906**	0.628	0.692	0.693	0.741	0.703	0.685	0.675
[AP4]	**0.889**	0.677	0.669	0.664	0.694	0.63	0.66	0.639
[FE1]	0.679	**0.865**	0.639	0.638	0.68	0.66	0.717	0.651
[FE2]	0.576	**0.877**	0.459	0.49	0.521	0.525	0.555	0.477
[FE3]	0.607	**0.883**	0.406	0.475	0.533	0.49	0.57	0.433
[GS1]	0.675	0.488	**0.869**	0.733	0.716	0.669	0.676	0.722
[GS2]	0.618	0.507	**0.842**	0.738	0.653	0.689	0.67	0.718
[GS3]	0.64	0.519	**0.858**	0.724	0.683	0.651	0.63	0.78
[ME1]	0.681	0.527	0.769	**0.875**	0.702	0.683	0.666	0.734
[ME2]	0.657	0.506	0.768	**0.867**	0.719	0.693	0.641	0.764
[ME3]	0.643	0.581	0.672	**0.845**	0.609	0.621	0.601	0.627
[PI1]	0.768	0.627	0.739	0.757	**0.921**	0.745	0.766	0.765
[PI2]	0.71	0.562	0.719	0.702	**0.893**	0.761	0.72	0.745
[PI3]	0.739	0.641	0.716	0.678	**0.908**	0.76	0.74	0.709
[TP1]	0.689	0.636	0.689	0.723	0.76	**0.897**	0.751	0.708
[TP2]	0.653	0.577	0.737	0.702	0.766	**0.904**	0.721	0.751

	AP	FE	GS	ME	PI	TP	TS	VI
[TP3]	0.644	0.546	0.689	0.663	0.724	**0.906**	0.725	0.707
[TS1]	0.64	0.657	0.641	0.665	0.69	0.691	**0.885**	0.646
[TS2]	0.69	0.647	0.712	0.657	0.765	0.745	**0.882**	0.702
[TS3]	0.64	0.594	0.691	0.64	0.716	0.722	**0.892**	0.711
[VI2]	0.624	0.501	0.744	0.709	0.708	0.68	0.651	**0.865**
[VI3]	0.656	0.525	0.746	0.717	0.679	0.696	0.654	**0.863**
[VI1]	0.659	0.574	0.778	0.733	0.752	0.727	0.728	**0.898**

Goodness of Fit Model

This study uses the Goodness of Fit Model (GOF) test. GOF is used to evaluate the fit of the model to the data by comparing the observed data with the predicted data generated by the model. Tests conducted to see the effect between latent variables need to determine the Coefficient of determination (R^2) value. After that, to assess the predictive relevance of an accurate model of a particular construct, it is necessary to determine the value of cross-validated redundancy (Q^2). In this model, the dependent variables for Actual Purchase, Flow Experience, and Trust in Seller are able to explain changes in these variables moderately, while the dependent variables for Purchase Intention and Trust in Platform are able to explain changes in these variables strongly according to the R-square criteria (Hair et al., 2012) described in Table 4. With the blindfolding method, the Q^2 value can be found. Q^2 for this model construct is between 0.299 to 0.614 which means it has fulfilled predictive relevance where the model has predictive relevance if it has a value greater than 0 (Cohen, 1988). These two tests have shown that the overall model fits the data.

Table 4. R-square and Q-square

	R SQUARE	Q^2 (=1-SSE/SSO)
Actual Purchase	0.664	0.529
Flow Experience	0.418	0.299
Purchase Intention	0.758	0.614
Trust in Platform	0.69	0.552
Trust in Seller	0.648	0.5

Structural Model

This test uses the bootstrapping technique in SmartPLS software. The number of bootstrap samples used gradually starts from 500 to 5000. This study ultimately used a bootstrap sample of 5000 to get the most consistent estimated value. The significance used in this study is the 5% significance level (α=0.05). The path coefficient will be considered significant if the p-value < than α or t-statistics more than 1.96.

The findings presented in the Table 5 the relationships between various factors influencing purchase intentions and actual purchase behaviors. Notably, visibility plays a significant role across multiple dimensions: it positively impacts flow experience ($\beta = 0.281$, $p = 0.014$), trust in platform ($\beta = 0.407$, $p < 0.001$), and

trust in seller (β = 0.376, p < 0.001). This suggests that increasing the visibility of information can enhance both the experiential and trust aspects for users, leading to a better overall platform experience.

Guidance shopping, while positively influencing trust in platform (β = 0.21, p = 0.019) and trust in seller (β = 0.29, p = 0.006), does not significantly impact flow experience (β = 0.043, p = 0.689). This indicates that while guidance shopping is effective in building trust, it may not necessarily enhance the user's immersive experience. This is different from the results of research by Tuncer (2021) which states that guidance shopping has a significant positive effect on flow experience. On the other hand, metavoicing has a strong positive effect on all measured constructs, including flow experience (β = 0.355, p = 0.001), trust in platform (β = 0.258, p < 0.001), and trust in seller (β = 0.181, p = 0.018), highlighting its importance in fostering a positive user experience and trust.

Ultimately, trust in the platform (β = 0.47, p < 0.001) and trust in the seller (β = 0.355, p < 0.001) significantly drive purchase intention, which in turn strongly predicts actual purchase behavior (β = 0.815, p < 0.001). Additionally, flow experience also contributes to purchase intention (β = 0.113, p = 0.024), albeit to a lesser extent. These results underscore the critical role of trust and a positive flow experience in converting purchase intentions into actual purchases, emphasizing the need for platforms to focus on these aspects to enhance user engagement and sales.

Table 5. Hypothesis Testing Result

HYPOTHESIS	PATH	PATH COEFFICIENT	T STATISTICS	P VALUES	SUPPORTED?
H1	Visibility -> Trust in Seller	0.376	4.683	0	Yes
H2	Metavoicing -> Trust in Seller	0.181	2.358	0.018	Yes
H3	Guidance Shopping -> Trust in Seller	0.29	2.731	0.006	Yes
H4	Visibility -> Trust in Platform	0.407	4.9	0	Yes
H5	Metavoicing -> Trust in Platform	0.258	3.769	0	Yes
H6	Guidance Shopping -> Trust in Platform	0.21	2.356	0.019	Yes
H7	Visibility -> Flow Experience	0.281	2.465	0.014	Yes
H8	Metavoicing -> Flow Experience	0.355	3.422	0.001	Yes
H9	Guidance Shopping -> Flow Experience	0.043	0.4	0.689	No
H10	Trust in Seller -> Purchase Intention	0.355	5.366	0	Yes
H11	Trust in Platform -> Purchase Intention	0.47	7.175	0	Yes
H12	Flow Experience -> Purchase Intention	0.113	2.258	0.024	Yes

H13	Purchase Intention -> Actual Purchase	0.815	28.937	0	Yes

Post Hoc Assessment of Mediating Effects

To verify whether IT affordance affects actual purchase customers through trust, flow experience, and purchase intention, this study tests mediating effects using the bootstrapping method. Because this study do not hypothesize the impact of IT affordances on actual purchase, it is sufficient to assess the indirect path. Table 6 shows the results of the mediating effects assessment test.

The findings illustrate the mediating effects of trust in seller, trust in platform, and flow experience on the relationship between visibility, metavoicing, and guidance shopping with actual purchase behavior through purchase intention. Visibility has a significant indirect effect on actual purchase through trust in seller and purchase intention ($\beta = 0.109$, $p = 0.001$) and through trust in platform and purchase intention ($\beta = 0.156$, $p < 0.001$). However, the indirect effect of visibility through flow experience and purchase intention is not significant ($\beta = 0.026$, $p = 0.154$). This suggests that while visibility enhances trust, which in turn drives purchase intentions and actual purchases, it does not significantly influence purchases through the user's flow experience.

Similarly, metavoicing shows significant indirect effects through trust in seller ($\beta = 0.053$, $p = 0.033$) and trust in platform ($\beta = 0.099$, $p = 0.001$) on actual purchase behavior, mediated by purchase intention. However, its effect through flow experience remains non-significant ($\beta = 0.033$, $p = 0.054$). This highlights the importance of building trust via metavoicing activities, as these trust dimensions significantly contribute to actual purchasing behavior, unlike the flow experience route.

Guidance shopping also demonstrates significant mediating effects through trust in seller ($\beta = 0.084$, $p = 0.019$) and trust in platform ($\beta = 0.08$, $p = 0.033$) on actual purchase behavior via purchase intention. In contrast, the mediating effect through flow experience is not significant ($\beta = 0.004$, $p = 0.716$). These results reinforce the idea that trust-building mechanisms, rather than enhancing the immersive experience, are more critical pathways for converting purchase intentions into actual purchases when influenced by guidance shopping.

Table 6. Results from Testing the Mediating Effects of Trust, Flow Experience, and Purchase Intention

CONSTRUCT			INDIRECT EFFECTS (IV-M-DV)		MEDIATING EFFECT
IV	M	DV	Path Coefficients	P Values	
VI	TS -> PI	AP	0.109	0.001	Significant
VI	TP -> PI	AP	0.156	0	Significant
VI	FE -> PI	AP	0.026	0.154	Not Significant
ME	TS -> PI	AP	0.053	0.033	Significant
ME	TP -> PI	AP	0.099	0.001	Significant
ME	FE -> PI	AP	0.033	0.054	Not Significant
GS	TS -> PI	AP	0.084	0.019	Significant
GS	TP -> PI	AP	0.08	0.033	Significant
GS	FE -> PI	AP	0.004	0.716	Not Significant

CONCLUSION

Our study's main purpose is to investigate how technology affordance in live streaming shopping influences customer actual purchase on social commerce platforms. For this purpose, we built a research model that emphasizes IT affordance, trust, flow experience, and purchase intention. Because trust and flow experience differs across contexts, we define those in our model and use it as the mediating variable. We also examine if purchase intention can impact on customer actual purchase in the context of live streaming shopping. Our findings show that IT affordances (including visibility affordance, metavoicing affordance, and guidance shopping affordance) have significant impacts on trust (including trust in platform and trust in seller) and purchase intention, which is positively associated with customer actual purchase. The practical implications of our study are as follows.

For TikTok sellers, enhancing visibility is crucial for boosting trust and sales. This can be achieved by optimizing product titles and descriptions with relevant keywords, using high-quality images and videos, and leveraging TikTok's hashtag and tagging features to increase discoverability. Sellers should also actively engage with their audience through live streaming, answering questions, and addressing concerns in real time to build trust and establish a connection with potential buyers. Providing clear and comprehensive guidance during live streams or in product descriptions helps create a more trustworthy and reliable image, encouraging users to proceed with their purchases.

Metavoicing, or encouraging user interaction and feedback, is another key strategy for TikTok sellers. By fostering a community where users can share reviews, ask questions, and provide feedback, sellers can build a sense of trust and reliability. Implementing strategies such as featuring user-generated content, responding to comments promptly, and running interactive campaigns can enhance user engagement and trust. Sellers should also focus on creating a seamless shopping experience by providing clear instructions, using easy navigation in their TikTok shops, and offering exceptional customer service to address any issues promptly.

For TikTok as a platform, the focus should be on continuously improving the live streaming and shopping features to enhance the overall user experience. This includes investing in better streaming quality, reducing latency, and adding features that facilitate easy interaction between sellers and buyers. TikTok should also consider implementing tools that allow for better product presentation, such as augmented reality (AR) features, which can help users visualize products better. Enhancing the platform's recommendation algorithms to show more relevant content to users based on their interests and past interactions can also increase visibility and engagement for sellers.

Additionally, TikTok should provide sellers with more robust analytics and insights to help them understand their audience better and tailor their strategies accordingly. Training programs or resources that educate sellers on best practices

for live streaming, engaging with their audience, and optimizing their content for better visibility can be highly beneficial. By focusing on these practical steps, TikTok can create a more engaging, trustworthy, and user-friendly environment, ultimately driving higher sales and user satisfaction.

This study, while comprehensive, has certain limitations. The primary limitation is the focus on a single platform, TikTok. The findings may not be entirely generalizable to other social commerce platforms, which might have different user dynamics and technological affordances. Future research should consider a comparative analysis across multiple platforms to validate the findings and understand the broader applicability of the results. Additionally, the study primarily relies on quantitative data, which, while robust, might miss out on nuanced user experiences and motivations. Incorporating qualitative data through interviews or focus groups could provide deeper insights into user behaviors and preferences.

Future research should also explore the long-term impacts of IT affordances on user trust and purchase behavior. Longitudinal studies can help understand how these factors evolve over time and their sustained impact on user engagement and sales. Another area for future research is the role of cultural differences in influencing user behavior on live streaming platforms. Understanding how cultural contexts impact trust, flow experience, and purchase intentions can provide more tailored strategies for different markets. Finally, investigating the impact of emerging technologies, such as augmented reality and AI-driven personalization, on live streaming commerce could provide valuable insights for enhancing user experience and driving sales.

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