

ABSTRACT

More and more new technologies are emerging, it is undeniable that now almost all community activities have utilized technology including marketing. Various platforms ranging from e-commerce to social media can be utilized by the public to market their products. One of the social media that is very popular with the public is the TikTok application. At first, TikTok was only an application for making videos, but now TikTok already has a shop feature for people who want to sell or buy various kinds of products, ranging from cosmetics, clothes, to food. One feature that is often used to market products on TikTok is live streaming. Live streaming helps sellers to market their products and helps them to interact directly with potential customers. Many of the products offered on TikTok, one of which is food products. However, people still prefer to buy cosmetic products and fashion products compared to food products.

This study aims to investigate how live streaming influences the purchase intention of the Indonesian people, especially for food products on TikTok. This research is a descriptive (causal) study using quantitative research methods. This research was conducted by distributing online questionnaires which were then filled in by respondents who were asked to give an assessment on a scale of five (Linkert) with 17 statement items to 200 respondents. Because the causal relationship between variables produces 7 hypotheses that form a model, namely the Structural Equation Model (SEM) using SPSS LISREL software as a data processing tool.

Based on the hypothesis test, Perceived Physical Characteristic Similarity has no significant effect on Product Fit Uncertainty, Perceived Value Similarity has a significant effect on Perceived Trust, Perceived Trust has a significant effect on Product Fit Uncertainty, Perceived Trust has no significant effect on Product Quality Uncertainty, Product Fit Uncertainty has a significant effect on Purchase Intention, Product Quality Uncertainty has a negative and significant effect on Purchase Intention, Perceived Trust has a significant effect on Purchase Intention.

Keyword: *Live Streaming, Trust, Product Fit Uncertainty, Product Quality Uncertainty, Purchase Intention, Tiktok*