

## ABSTRACT

*The phenomenon of online shopping has driven business players to be more innovative in promoting their products on existing digital platforms. Now, there is a technological innovation that allows online businesses to showcase and demonstrate their products in real-time, known as live streaming shopping. The integration of interactive entertainment content and direct or real-time product promotions is carried out to attract new customers and increase sales transactions. TikTok has become one of the popular social-commerce platforms with beauty content within its application. Wardah is one of the brands that is being viewed mostly on this application. This study aims to better understand the influence of TikTok live streaming shopping on the purchase intention of the local beauty brand Wardah through emotional factors. To comprehend the impact of live streaming shopping, we applied the widely used S-O-R (Stimulus, Organism, Response) model, with influencer credibility variables added to the emotional factors in the S-O-R model. Data were collected from 300 respondents who registered through a Google Form survey with predetermined criteria. Partial Least Squares Structural Equation Modelling (PLS-SEM) using Smart PLS was chosen for data analysis. The study revealed that attraction, cognitive assimilation, and influencer credibility mediate the relationship between real-time interaction, shopping guidance, visibility, media richness, and consumer purchase intention. Therefore, live streaming shopping through emotional factors significantly influences consumers' purchase intention. This research found that the enrichment of material living standards has transformed people's purely demand-oriented shopping style. This study result help enterprises to better apply live streaming shopping technology more effectively and expanding channels and product promotion strategies.*

*Keyword: TikTok Live Streaming Shopping, Purchase Intention, S-O-R Model*