

ABSTRACT

This study investigates how TikTok Live Streaming experiences influence consumer purchase intention, focusing on the mediating role of user commitment to influencers and the platform. Drawing on the Stimulus-Organism-Response (S-O-R) framework, the study conceptualizes information experience, entertainment experience, and parasocial-relationship-based experience as stimuli that shape user commitment (organism), which subsequently influences purchase intention (response). Using a quantitative approach, data were collected through an online survey of 213 TikTok Live users in Indonesia and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that user commitment to the influencer has a strong and significant effect on purchase intention, while commitment to the platform also plays a supporting but weaker role. Furthermore, the results confirm that entertainment and parasocial experiences are critical in strengthening emotional ties to influencers, which mediate the path toward purchase intention. However, not all hypothesized mediation pathways through the platform were supported. This study highlights the importance of emotionally engaging content in fostering consumer trust and loyalty, offering practical implications for marketers and influencers seeking to optimize TikTok Live as a strategic e-commerce channel.

Keyword: TikTok Live Streaming, Purchase Intention, Influencer Commitment, Platform Commitment, User Experience, Entertainment Experience, Information Experience, Parasocial Relationship, Social Commerce, S-O-R Framework