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THE INFLUENCE OF LIVE HOST INTERACTION QUALITY, SOCIAL MEDIA PROMOTION AND CONSUMER TRUST ON PURCHASING DECISIONS FOR GIO SAVERINO SHOES ON TIKTOK SHOP

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Abstract

The development of digital marketing through TikTok Shop has driven changes in consumer behavior in online purchasing. However, the decision to purchase Gio Saverino shoes on TikTok Shop still faces challenges related to the quality of live host interactions, social media promotions, and consumer trust. This study aims to analyze the influence of live host interaction quality, social media promotions, and consumer trust on purchasing decisions for Gio Saverino shoes on TikTok Shop. This study used a quantitative approach with primary data collected through questionnaires. The sample used in the analysis was 96 respondents, and sampling was conducted using purposive sampling. Data analysis used multiple linear regression, t-tests, F-tests, and coefficients of determination. The results showed that live host interaction quality, social media promotions, and consumer trust partially and simultaneously had a positive and significant effect on purchasing decisions. These three variables explained 58.5% of the purchasing decision. The results of the study imply the importance of improving host interaction quality, the effectiveness of social media promotions, and consumer trust as strategies to improve purchasing decisions.

Keywords: Live Host Interaction Quality, Social Media Promotion, Consumer Trust, Purchase Decisions

INTRODUCTION

Modern-day marketing integrates technology, data, and digital media to reach consumers more effectively, precisely, and personally. The characteristics of today's consumers have also evolved; they now seek a shopping experience that is fast, convenient, interactive, and aligned with a digital lifestyle. Advancements in information and communication technology have brought about fundamental changes in the business world—particularly in marketing. In this modern era, marketing no longer relies solely on traditional methods such as television, radio, or print advertisements; instead, it has shifted significantly toward digital marketing to achieve a broader consumer reach and drive purchasing decisions. Consumer purchasing decisions are a component of consumer behavior—the study of how individuals, groups, and organizations select, purchase, and utilize goods, services, ideas, or experiences to satisfy their needs and desires (Kotler et al., 2022). One factor that influences consumer decisions in today's digital era is the interaction with live hosts. High-quality live hosts are able to clearly explain product features and benefits, provide engaging demonstrations, and answer consumer questions in an interactive manner. Consequently, consumers feel more confident and motivated to make a purchase (Ameilia et al., 2025).

Another factor influencing consumer purchasing decisions is promotion conducted via social media. Promotion refers to a company's activities aimed at introducing its products to the public, ensuring they become known and accepted, thereby encouraging consumers to make a purchase. This involves informing and persuading consumers to buy a particular good or service. It can be concluded that promotion influences consumers in their purchasing decisions (Septyadi et al., 2022). Another factor that affects purchasing decisions is consumer trust. Trust is a psychological state characterized by a willingness to accept things as they are, based on the expectation of positive behavior from others. Consumer trust is defined as one party's willingness to accept the risks associated with the actions of another party, based on the expectation that the latter will act in a way that is beneficial to the trusting party—regardless of the latter's ability to monitor or control the actions of the trusted party (Fakhrudin, 2022). According to Tjiptono (2021), customer trust is the primary asset in building a long-term relationship between a company and its customers. Trust is formed when a company is able to deliver consistent performance, meet

customer expectations, and demonstrate integrity in all of its business activities. Based on sales data for Gio Saverino footwear from 2023 to 2025, it is evident that sales have fluctuated and shown a downward trend year over year. In 2023, total sales reached IDR 24,963,731,981, before declining to IDR 23,761,832,698 in 2024. Subsequently, in 2025, total sales fell further to IDR 20,409,298,512. This pattern indicates a significant shift in sales levels throughout the period. The consecutive decline in sales suggests that the performance of Gio Saverino footwear has yet to stabilize, highlighting the need to examine the factors that influence consumer purchasing decisions. The results of a pre-survey indicate that purchasing decisions for Gio Saverino shoes on TikTok Shop remain relatively low. This is evidenced by the predominance of "no" responses across nearly all the statements presented. Most respondents lack full confidence that Gio Saverino is the right choice; they do not prioritize the brand when purchasing shoes, and they show little inclination to share their user experience or make repeat purchases. This situation suggests that consumers have not yet formed a firm purchasing decision regarding Gio Saverino shoes. This phenomenon is likely influenced by several factors—such as the quality of host interaction during live streams, the effectiveness of social media promotions, and the level of consumer trust in both the product and the seller on TikTok Shop—making these three factors worthy of further investigation as variables that influence purchasing decisions.

Based on the results of a pre-survey regarding live hosts, it was found that while most respondents consider the hosts responsive in addressing audience questions or comments, other aspects—such as the host's appeal, the ability to foster audience engagement, and the clarity with which information is conveyed—are still perceived as lacking by the majority of respondents. This suggests that the interactions facilitated by the hosts have not yet fully succeeded in capturing attention, building a sense of rapport with the audience, or effectively communicating product information. Such conditions may potentially hinder consumers' understanding of the products, ultimately influencing their purchasing decisions regarding Gio Saverino footwear via TikTok Shop. The results of the pre-survey on social media promotion indicate that, while some respondents consider TikTok an effective platform for product promotion—and note that the timing of the promotions is generally appropriate—the majority feel that the offers themselves lack appeal. Furthermore, respondents pointed out that promotional information is often incomplete or difficult to grasp, and that the frequency of promotional activity on social media remains low. Additionally, most respondents reported rarely encountering Gio Saverino promotions when searching for footwear. These findings suggest that the current social media promotion strategy has not been fully effective in reaching or influencing consumers.

The results of a pre-survey on consumer trust indicate that, while most respondents acknowledge Gio Saverino's capability to provide quality products and its experience in selling footwear, a majority still harbor doubts regarding the seller's level of care for its customers and its willingness to offer solutions should issues arise after a purchase. Furthermore, the low level of willingness among respondents to make purchases without apprehension—or to engage in repeat transactions—suggests that consumer confidence and sense of security regarding the seller remain relatively low. These findings indicate that consumer trust in Gio Saverino has yet to reach an optimal level; therefore, efforts are required to enhance customer care, ensure honesty in the communication of information, and provide services that foster a sense of security, thereby giving consumers greater confidence when making purchasing decisions via TikTok Shop. Several previous studies have examined the influence of live-stream host interaction quality, social media promotion, and consumer trust on purchasing decisions. For instance, research by Putro et al. (2024) and Iswandini et al. (2026) demonstrates that high-quality interaction from live-stream hosts enhances purchasing decisions. Furthermore, studies by Rahman et al. (2022) and Aprileny et al. (2025) show that promotions conducted on social media have a significant impact on consumer purchasing decisions. Additionally, research by Baskara & Nurwidawati (2023) and Amalia & Yulianthini (2022) confirms that consumer trust significantly influences purchasing decisions.

Based on the background of the problem described above, the researcher has identified several key issues in this study, as follows:

1. Some consumers lack strong conviction when deciding to purchase Gio Saverino shoes; this is evidenced by a lack of firm product preference, the absence of established purchasing habits, an unwillingness to provide recommendations, and a lack of intent to make repeat purchases.
2. The quality of interaction provided by live hosts is not yet optimal, as hosts often fail to capture the audience's attention, foster engagement with consumers, or clearly convey product information during live streaming sessions.
3. Promotional efforts by Gio Saverino on social media have not been fully effective in attracting consumer interest, as promotional information is not well understood, and promotional posts are rarely encountered by consumers on TikTok.

4. Some consumers remain hesitant regarding Gio Saverino, particularly concerning the seller's attentiveness to consumer needs, the seller's willingness to resolve post-purchase issues, and the consumers' sense of security when conducting transactions or making repeat purchases via TikTok Shop.

LITERATURE REVIEW

Purchasing Decisions

Consumer purchasing decisions are a component of consumer behavior—the study of how individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to satisfy their needs and desires (Kotler et al., 2022). A purchasing decision is the stage in the decision-making process where a consumer actually buys a product offered by a seller (Mailani & Tanjung, 2023). According to Schiffman and Kanuk (2019), a purchasing decision is the outcome of a definitive resolution to a problem faced by the consumer.

Live Host Interaction Quality

Quality is an approach to managing business processes that ensures complete customer satisfaction, which in turn helps enhance an industry's competitiveness and effectiveness (Chandra et al., 2020). Live streaming is the use of technology to conduct live broadcasts, aimed at influencing consumers to purchase products by showcasing them exactly as they appear in reality (Hafizhoh et al., 2023). Interaction quality refers to the engagement between customers and staff during the service process, which shapes the customer's overall perception of service quality (Glaveli et al., 2021).

Social Media Promotion

Promotion is a form of marketing communication—a marketing activity aimed at disseminating information, influencing, persuading, and reminding a target market about a company and its products, with the goal of encouraging them to accept, purchase, and remain loyal to the offerings of that company (Mamonto et al., 2021). Promotion encompasses a company's efforts to introduce its products to the public, ensuring they become known and accepted, thereby motivating people to make a purchase (Septyadi et al., 2022).

Consumer Trust

Consumer trust is the perception, from the consumer's point of view, regarding a seller's reliability based on past experience and the fulfillment of the consumer's expectations and satisfaction (Firdayanti, 2022). Consumer trust is one party's willingness to accept risk from another party based on beliefs or expectations, even when both parties are acquainted with one another (Arifin, 2021). Consumer trust is defined as one party's willingness to accept the risks associated with the actions of another party, based on the expectation that the latter will perform actions significant to the party placing its trust in them—regardless of the ability to monitor or control the actions of the trusted party (Fakhrudin, 2022).

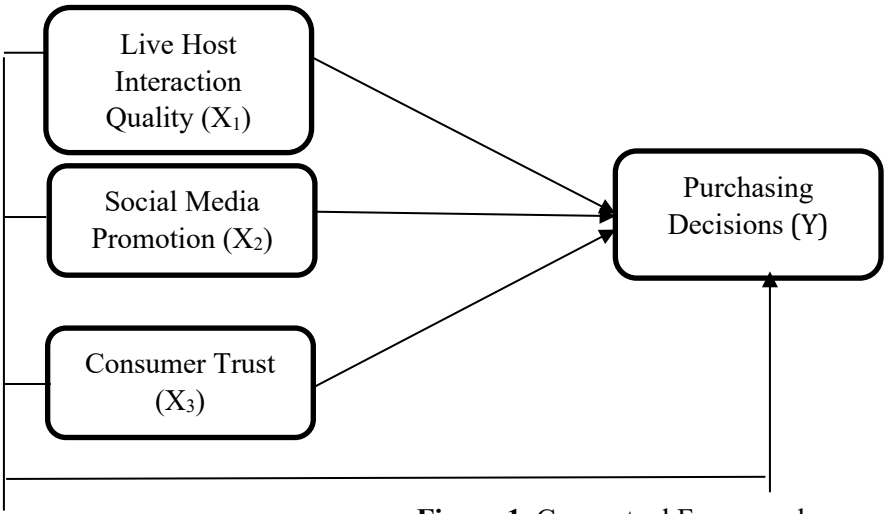


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: The quality of live host interaction has a significant effect on purchasing decisions.

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2. H2: Social media promotion has a significant effect on purchasing decisions.
3. H3: Consumer trust has a significant effect on purchasing decisions.
4. H4: The quality of live host interaction, social media promotion, and consumer trust, taken together, have a significant effect on purchasing decisions.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted online via the TikTok Shop platform, with respondents consisting of TikTok users who have watched live streams. The study was carried out from February to August 2026. According to information provided by the Gio Saverino administrator, the number of transactions on a typical day ranges from 800 to 1,000 orders, while during promotional events (such as "double-date" sales), this figure reaches approximately 2,500 to 3,000 orders per day. However, the company does not maintain precise, aggregated data on the total number of consumers during the research period; therefore, the exact population size remains unknown. The sampling technique employed in this study is purposive sampling—a method of selecting a sample based on specific criteria aligned with the research objectives. The criteria for respondents in this study are as follows:

1. Have previously purchased Gio Saverino footwear products via TikTok Shop.
2. Have previously watched a Gio Saverino live stream.
3. Are at least 17 years of age.
4. Are willing to complete the research questionnaire.

The researcher uses Zikmund's formula to determine the sample size when the population size is unknown.

$$n = \left(\frac{(1{,}96).(0{,}5)}{0{,}1}\right)^2 = \left(\frac{0{,}98}{0{,}1}\right)^2 = (9{,}8)^2 = 96{,}04$$

Based on the calculations using the formula by Zikmund (2013), a sample size of 96.04 respondents was obtained. Since the sample size must be a whole number, this figure was rounded to 96 respondents. Consequently, the sample used in this study consists of 96 respondents—consumers who have purchased Gio Saverino footwear products via the TikTok Shop platform and who meet the criteria established by the researcher.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Live Host Quality Interaction, Social Media Promotion, Consumer Trust, Purchasing Decisions

Statement Items	r-count	r-table	Description
LHQI1	0,678	0,200	Valid
LHQI2	0,638	0,200	Valid
LHQI3	0,651	0,200	Valid
LHQI4	0,618	0,200	Valid
LHQI5	0,631	0,200	Valid
LHQI6	0,625	0,200	Valid
SMP1	0,525	0,200	Valid
SMP2	0,515	0,200	Valid
SMP3	0,594	0,200	Valid
SMP4	0,549	0,200	Valid
SMP5	0,591	0,200	Valid
SMP6	0,540	0,200	Valid
SMP7	0,578	0,200	Valid
SMP8	0,570	0,200	Valid
SMP9	0,663	0,200	Valid
SMP10	0,573	0,200	Valid

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Statement Items	r-count	r-table	Description
CT1	0,796	0,200	Valid
CT2	0,732	0,200	Valid
CT3	0,779	0,200	Valid
CT4	0,839	0,200	Valid
CT5	0,794	0,200	Valid
CT6	0,800	0,200	Valid
CT1	0,809	0,200	Valid
CT8	0,779	0,200	Valid
PD1	0,418	0,200	Valid
PD2	0,657	0,200	Valid
PD3	0,735	0,200	Valid
PD4	0,766	0,200	Valid
PD5	0,759	0,200	Valid
PD6	0,451	0,200	Valid
PD7	0,411	0,200	Valid
PD8	0,411	0,200	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.200, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Live Host Quality Interaction, Social Media Promotion, Social Media Promotion, Purchasing Decisions

Variabel	Cronbach Alpha	Provision	Description
Live Host Quality Interaction	0,711	0,60	Reliable
Social Media Promotion	0,769	0,60	Reliable
Consumer Trust	0,914	0,60	Reliable
Purchasing Decisions	0,740	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of live host quality interaction, social media promotion, consumer trust and purchasing decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	96
Mean	0.0000000
Std. Deviation	1.09129383
Absolute	0.080
Positive	0.080
Negative	-0.043
Test Statistic	0.080
Asymp. Sig. (2-tailed)	0.146

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.146 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

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Variable	B	Std. Error	Beta	t	Sig.
(Constant)	.063	.821		.076	.939
Live Host Quality Interaction	.027	.044	.082	.612	.542
Social Media Promotion	.021	.033	.092	.633	.528
Consumer Trust	-.014	.018	-.094	-.812	.419

Sources: SPSS versi 25 (2026)

Based on the table above, the heteroscedasticity test results using the Glejser method show that the significance values for all variables are greater than 0.05; therefore, it can be concluded that there is no heteroscedasticity present in the regression model.

Table 5. Multicollinearity Test Results

Variable	**Tolerance**	**VIF**
(Constant)	-	-
Live Host Quality Interaction	.587	1.705
Social Media Promotion	.507	1.972
Consumer Trust	.795	1.258

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the live host quality interaction, social media promotion, consumer trust variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.
(Constant)	11.816	1.373		8.604	.000
Live Host Quality Interaction	.274	.074	.319	3.700	.000
Social Media Promotion	.210	.056	.349	3.757	.000
Consumer Trust	.118	.030	.293	3.957	.000

Sources: SPSS versi 25 (2026)

$Y = 11.816 + 0.274X1 + 0.210X2 + 0.118X3 + 1.373\varepsilon$

Based on the regression equation obtained, the interpretation is as follows:

1. Constant $\alpha = 11.816$, If the quality of live host interaction, social media promotion, and consumer trust are all equal to 0 (zero), then the purchase decision will be 11.816 units.
2. $\beta 1 = 0.274$, The regression coefficient for the quality of live host interaction is 0.274, which is a positive value. This indicates that if the quality of live host interaction increases by one unit, the purchase decision will increase by 0.274 units, assuming the variables of social media promotion and consumer trust remain constant.
3. $\beta 2 = 0.210$, The regression coefficient for social media promotion is 0.210, which is a positive value. This indicates that if social media promotion increases by one unit, the purchase decision will increase by 0.210 units, assuming the variables of live host interaction quality and consumer trust remain constant.
4. $\beta 3 = 0.118$, The regression coefficient for consumer trust is 0.118, which is a positive value. This indicates that if consumer trust increases by one unit, the purchase decision will increase by 0.118 units, assuming the variables of live host interaction quality and social media promotion remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	11.816	1.373		8.604	.000
Live Host Quality Interaction	.274	.074	.319	3.700	.000
Social Media Promotion	.210	.056	.349	3.757	.000
Consumer Trust	.118	.030	.293	3.957	.000

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. Quality of live host interaction (X1) yielded a t-calculated value of 3.700, which is greater than the t-table value of 1.986, with a significance level of 0.000 (< 0.05). This indicates that, partially, the quality of live host interaction has a positive and significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop. Thus, H1 is accepted.
2. Social media promotion (X2) yielded a t-calculated value of 3.757, which is greater than the t-table value of 1.986, with a significance level of 0.000 (< 0.05). This indicates that, partially, social media promotion has a positive and significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop. Thus, H2 is accepted.
3. Consumer trust (X3) yielded a t-calculated value of 3.957, which is greater than the t-table value of 1.986, with a significance level of 0.000 (< 0.05). This indicates that, partially, consumer trust has a positive and significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop. Thus, H3 is accepted.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	168.488	3	56.163	45.670	.000[b]
Residual	113.137	92	1.230		
Total	281.625	95			

Sources: SPSS versi 25 (2026)

Based on the above, it is found that the calculated F-value (F-count) of 45.670 is greater than the F-table value of 2.70, with a significance level of 0.000, which is less than 0.05. This indicates that the quality of live host interactions, social media promotion, and consumer trust—when considered simultaneously—have a positive and significant effect on purchasing decisions for Gio Saverino shoes on TikTok Shop. Thus, H4 is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.598	.585	1.10894

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the adjusted R-squared value is 0.585, or 58.5%. This indicates that the variables—live host interaction quality, social media promotion, and consumer trust—collectively explain 58.5% of the influence on purchasing decisions for Gio Saverino shoes on TikTok Shop, while the remaining 41.5% is influenced by other variables outside the scope of this study.

Discussion

The Influence of Live Host Interaction Quality on Purchasing Decision

The research results indicate that the quality of live host interaction (X1) has a positive and significant effect on the purchasing decision (Y) for Gio Saverino shoes on TikTok Shop. This is evidenced by a t-calculated value of 3.700, which is greater than the t-table value of 1.986 (n-k = 96-4 = 92 at α = 0.05/5%), and a significance value of 0.000, which is less than 0.05; consequently, H0 is rejected and H1 is accepted. Thus, the quality of live host interaction has a positive and significant impact on the purchasing decision for Gio Saverino shoes on TikTok Shop. This implies that the better the quality of interaction provided by the host during a live streaming session, the greater the consumer's inclination to purchase Gio Saverino shoes. Direct interaction allows consumers to obtain clearer product information—such as product details, quality, and other necessary data—before making a purchase.

Furthermore, a host's ability to communicate in a friendly, engaging, and responsive manner fosters a sense of closeness between the consumer and the seller, which helps reduce hesitation when making a choice. Therefore, high-quality interaction during live streaming can encourage consumers to feel more confident in their purchasing decisions. These findings support the research of Putro et al. (2024), Iswandini et al. (2026), Agil & Siddiqi (2026), and Islami & Susanto (2024), which state that effective live streaming enhances consumer purchasing decisions, as live streaming exerts a positive and significant influence on such decisions.

The Influence of Social Media Promotion on Purchasing Decision

The research results indicate that social media promotion (X2) has a positive and significant effect on the purchasing decision (Y) for Gio Saverino shoes on TikTok Shop. This is evidenced by a t-calculated value of 3.757, which is greater than the t-table value of 1.986 (n-k = 96-4 = 92 at α = 0.05/5%), and a significance value of 0.000, which is less than 0.05; consequently, H0 is rejected and H2 is accepted. Thus, social media promotion has a positive and significant impact on the purchasing decision for Gio Saverino shoes on TikTok Shop. The more effective the promotion conducted via social media, the greater the consumer's inclination to make a purchasing decision for Gio Saverino shoes. Social media promotion helps consumers more easily access information regarding products, prices, offers, and various available promotions. Promotional content that appears while consumers are using social media can also capture their attention and spark interest in the product, potentially prompting consumers—who may not have initially planned to make a purchase—to consider the item. Furthermore, information about promotions that is easy to find and understand provides additional factors for consumers to weigh when making a purchasing choice. Therefore, the better and more engaging the social media promotions implemented by Gio Saverino, the higher the likelihood that consumers will decide to purchase the products. These research findings support the results of studies by Parhusip et al. (2021), Kurniadi & Ratnasari (2025), Putra et al. (2025), Rahman et al. (2022), and Aprileny et al. (2025), all of which demonstrate that promotions conducted via social media have a positive and significant effect on consumer purchasing decisions.

The Influence of Consumer Trust on Purchasing Decision

The research results indicate that consumer trust (X3) has a positive and significant effect on the purchasing decision (Y) for Gio Saverino shoes on TikTok Shop. This is evidenced by a t-calculated value of 3.957, which is greater than the t-table value of 1.986 (n-k = 96-4 = 92 at α = 0.05/5%), and a significance value of 0.000, which is less than 0.05; consequently, H0 is rejected and H3 is accepted. Thus, consumer trust has a positive and significant impact on the purchasing decision for Gio Saverino shoes on TikTok Shop. Higher levels of consumer trust in Gio Saverino lead to a greater propensity for consumers to make a purchase. Trust provides consumers with the assurance that the product purchased matches the information provided, that the ordering process will be handled effectively, and that the seller will fulfill their obligations throughout the transaction. Furthermore, such trust mitigates consumer concerns and doubts regarding potential risks that might arise during the purchasing process on TikTok Shop. Therefore, when consumers possess greater confidence in Gio Saverino, they find it easier to make a choice and decide to complete a purchase. These findings align with the research conducted by Risma & Perhusip (2024), Baskara & Nurwidawati (2023), Amalia & Yulianthini (2022), Jacob & Sarah (2024), and Fajrin & Gunadi (2022), all of which conclude that consumer trust has a positive and significant effect on consumer purchasing decisions.

The Influence of Live Host Interaction Quality, Social Media Promotion and Consumer Trust on Purchasing Decision

The research results indicate that the quality of live host interaction (X1), social media promotion (X2), and consumer trust (X3) simultaneously have a positive and significant effect on the purchasing decision (Y) for Gio Saverino shoes on TikTok Shop. This is evidenced by an F-calculated value of 45.670, which is greater than the F-table value of 2.70 (df1 = 3 and df2 = 92 at α = 0.05/5%), and a significance value of 0.000, which is less than 0.05; consequently, the null hypothesis (H0) is rejected, and the fourth hypothesis (H4) is accepted. Thus, the quality of live host interaction, social media promotion, and consumer trust collectively exert a positive and significant influence on the decision to purchase Gio Saverino shoes on TikTok Shop. The quality of live host interaction assists consumers in obtaining product information firsthand through the host's explanations, communication, and responsiveness during live streaming sessions, making it easier for consumers to understand the products offered and reducing any hesitation prior to purchase. Social media promotion further enhances consumer attention and interest in Gio Saverino shoes by disseminating product information, special offers, and promotional content accessible via social media platforms. Meanwhile, consumer trust provides the assurance that the product, the

ordering process, and the transactions conducted through TikTok Shop will meet consumer expectations. These three factors complement one another in the decision-making process; consumers require not only information about products and offers but also positive interaction with the seller, as well as confidence in the security and reliability of the transaction.

Therefore, the higher the quality of live host interaction, the more effective the social media promotion, and the greater the consumer trust in Gio Saverino, the stronger the basis for consumers to decide to purchase Gio Saverino shoes on TikTok Shop. This finding aligns with research by Putro et al. (2024), which states that the quality of live host interaction is one of the factors influencing purchasing decisions. Research by Aprileny et al. (2025) suggests that social media promotion is a factor influencing purchasing decisions, while a study by Fajrin and Gunadi (2022) identifies consumer trust as another such factor. When combined, the quality of live-stream host interactions, social media promotion, and consumer trust can complement one another in shaping consumer purchasing decisions. The quality of live-stream host interactions provides consumers with direct information and an interactive experience; social media promotion enhances consumer attention and interest in the product; and consumer trust fosters the confidence needed to carry out a transaction. Together, these three factors provide consumers with clearer information, a greater interest in the product, and the confidence to make a purchase—ultimately encouraging them to decide to buy Gio Saverino shoes via TikTok Shop.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. The quality of live host interaction has a significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop.
2. Social media promotion has a significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop.
3. Consumer trust has a significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop.
4. The quality of live host interaction, social media promotion, and consumer trust, taken together, have a significant effect on the purchasing decision for Gio Saverino shoes on TikTok Shop.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Gio Saverino is advised to improve the quality of its live-stream host interactions, specifically regarding real-time engagement, which received the lowest mean score of 3.50. Hosts should be more proactive in responding to consumer questions, providing personalized replies, and fostering two-way communication during live streams. This is crucial, as the quality of host interaction has been shown to have a positive and significant impact on purchasing decisions.
2. Gio Saverino is advised to enhance its social media promotion, particularly concerning the ease of discovering and accessing its social media channels—an aspect that received the lowest mean score of 2.85. This can be achieved by increasing account visibility through the use of consistent account names, including social media links across various platforms, and creating content that is more easily discoverable by consumers. Such efforts are expected to expand the reach of promotional information and drive purchasing decisions.
3. Gio Saverino is advised to strengthen consumer trust, specifically regarding its ability to conduct the sales process professionally and its willingness to take responsibility for risks that may arise during the ordering process—both of which received the lowest mean score of 3.55. This can be addressed by providing clearer information regarding the ordering process, transaction terms, after-sales service, and the company's commitment to addressing any issues that might occur with an order. Building trust is essential, as consumer trust has been proven to have a positive and significant influence on purchasing decisions.
4. Gio Saverino is advised to improve its efforts in customer retention, ensuring that purchasing decisions extend beyond a single transaction to encourage repeat purchases. Within the purchasing decision variable, statements regarding the desire to repurchase and seek out the products again received the lowest mean score of 3.06. This can be achieved by offering special deals to existing customers, introducing a wider variety of products, enhancing the overall purchasing experience, and maintaining consistent communication and promotion. These initiatives are expected to reinforce consumer purchasing decisions on an ongoing basis.

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