THE INFLUENCE OF BRAND TRUST, LIVE PROMO, AND PRICE ON CONSUMER PURCHASING INTEREST IN TIKTOK SHOP IN THE SOUTH SULAWESI REGION

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ABSTRACT

This research aims to examine the impact of Brand Trust, Live Promo, and Price on Consumer Purchasing Interest in TikTok Shop. The study focuses on TikTok Shop users in the South Sulawesi area, with the exact number of respondents not being specified. A total of 200 respondents participated in the study. The research utilized a Likert scale for measurement, and data analysis was conducted using SPSS version 22. The findings of this study reveal that (1) Brand Trust significantly and positively influences consumer purchasing interest in TikTok Shop in the South Sulawesi area, (2) Live Promo has a significant and positive effect on consumer purchasing interest in TikTok Shop in the South Sulawesi area, (3) Price significantly and positively impacts consumer purchasing interest in TikTok Shop in the South Sulawesi area, and (4) Brand Trust, Live Promo, and Price collectively have an effect on consumer purchasing interest in TikTok Shop in the South Sulawesi area.

Keywords: *Brand Trust; Live Promo; Price; Purchasing Interest*

INTRODUCTION

In today's era of globalization, the advancement of information technology in both Indonesia and worldwide is progressing at a rapid pace. This technology is created to streamline human activities. one of which is the use of social media (Amedia et al., 2024). Social media has developed into a venue for online sales promotions. Social media is an online platform or service that enables digital connections, communication, and content sharing (Arifa & Noegroho, 2024).

One of the most widely used social networking sites is TikTok. TikTok was first merely a social media site for uploading videos, but as its technology advanced, it transformed into a marketplace app called TikTok Shop that lets users sell goods (Prihatiningsih & Susanti, 2023). TikTok is a social media platform that is currently widely popular among the public, not only the younger generation but also many older generations who use it. In addition to being entertainment, many people use this application to introduce their products and attract the attention of a wider audience. (Maszudi et al., 2024). TikTok Shop is a recent addition to e-commerce. It has quickly gained popularity among shoppers for online buying due to its wide selection of items that includes everything from apparel to everyday essentials (Nurfitri et al., 2024). This variety has sparked a rise in consumer interest in purchasing (Isnaini & Hanandhika, 2024).

Purchasing interest refers to a consumer's intention or inclination to acquire products or services to fulfill their needs (Wonua et al., 2023). Purchasing interest reflects a consumer's intent to engage in a buying process, encompassing planning and related activities like suggesting, recommending, selecting, and making decisions regarding a purchase (Nurfitri et al., 2024).

One key aspect influencing consumer choices is brand trust (Wonua et al., 2023). TikTok Shop can enhance this trust by delivering reliable product information and highlighting the advantages of the items. Consumers are able to gauge their confidence in a brand by reviewing past customer feedback. Consequently, we can indirectly foster brand trust with our customers, making them more aware of the brand we offer (Putri & Vitria, 2023). The establishment of trust in a brand can greatly benefit a product by fostering a favorable connection with buyers. Brand trust represents a type of assurance that consumers have in a specific item, and when a brand successfully cultivates this assurance, it can significantly influence product sales (Astuti & Abdurrahman, 2022).

On the Tiktok Shop, there exists a live promotional feature which serves as an effective marketing tactic to boost consumer purchasing interest. This live streaming capability allows individuals to broadcast in real-time and interact directly with their viewers (Isnaini & Hanandhika, 2024). This setup gives consumers the chance to examine product details thoroughly, including aspects like quality, dimensions, and materials. Furthermore, live streaming enables consumers to see the products up close, offering an engaging experience that enhances their willingness to buy.

According to Wati et al., (2024) price refers to the overall amount of money that customers spend to receive advantages from buying or utilizing a product or service. Additionally, price influences consumer interest since TikTok Shop frequently offers discounts and vouchers, allowing consumers to find lower prices while shopping.

This research aims to examine the influence of brand trust, live promotions, and pricing on consumer purchasing interest in TikTok Shop within the South Sulawesi region. Additionally, it seeks to determine if brand trust, live promotions, and pricing affect consumer purchasing interest either individually or together within TikTok Shop.

LITERATURE REVIEW
Brand Trust
Trust in brands regarding technological advancements significantly impacts the economy and commercial activities, particularly in highly competitive markets (Nurlita & Anggarani, 2022). This trust enables consumers to exhibit greater loyalty towards specific brands and opt for their products with minimal hesitation (Yuni et al., 2023). According to Suhardi & Irmayanti, (2019) As noted by Suhardi and Irmayanti (2019), brand trust reflects the degree of consumer belief in a brand, rooted in the conviction that it will deliver on its promises and possess genuine intentions.

According to Tong & Subagio, (2020) describe brand trust as the sense of assurance that emerges from an individual's experiences with a brand, where the brand is viewed as dependable and accountable. According to Aaker dan Kumar in Stella (2021) assert that brand trust plays a crucial role in purchasing interest, defining it as a person's readiness to depend on a brand's capacity to fulfill their desires.

According to Tjahyadi, (2006) interprets brand trust as consumers' willingness to place faith in a brand despite potential risks, motivated by the expectation that the brand will deliver favorable results. Brand trust indicators according to Anjani (2017) are as follows:

a) Trust: seen as a representation of consumer assurance in a brand's product or service.
b) Reliable: the degree to which the item or service can be considered reliable due to the characteristics of the brand.
c) Honesty: the degree of trust in the brand that signifies the genuineness of the products or services provided.
d) Security: the degree of consumer assurance regarding the safeguarding provided by the brand, products, or services.
e) Brand Reputation: the collective opinion and perception of a brand formed through consumer experiences, product quality, and interactions between the brand and consumers.

Live Promo
Live promo is a capability that enables sellers to showcase products and set prices while conducting live streaming sessions (Ilmiah et al., 2024). Additionally, live promo serves as a marketing strategy that employs technology to assist users or personnel during live streams to present their goods, services, or brands in a straightforward and engaging manner (Amedia et al., 2024).

According to Isnaini & Hanandhika, (2024), live streaming is content that is done directly and in real-time, so that viewers and sellers can interact directly. A type of content where content creators broadcast live via the internet using certain platforms such as social media. Zhang et al., (2020) also stated that marketing through live streaming is a tactic used by online sellers to broadcast videos in real-time to consumers via the internet in order to increase sales by building close relationships with brand consumers.

In live streaming, various deals or price reductions are frequently presented, enabling consumers to purchasing items at reduced rates (Agustin Nur Afifa dan Amma Fazizah, 2023), that this can increase consumer purcashing interest. Live promo indicators according to (Faradiba & Syarifuddin, 2021) are as follows:

a) Promotion time
The promotion time on TikTok Shop refers to the period when sellers conduct live broadcasts to display and sell products in real-time to

consumers, allowing for direct interaction between buyers and sellers throughout the session. Diskon atau promosi
b) Discounts or promotions
Discounts or promotional offers during live streaming on TikTok Shop represent a potent marketing strategy designed to lure customers and inspire purchasing behavior. Sellers commonly provide exclusive discounts available only during the live stream, acting as an added incentive for consumers, who are generally more inclined to focus on discounted items rather than regular-priced products, prompting immediate purchases before the offer expires.
c) Product Description
A product description serves as a means to deliver clear and comprehensive information about an item, encompassing its features and advantages. By offering thorough details regarding the item, such as its category, price, applications, and benefits, buyers gain a better understanding of the product. This practice can enhance the seller's credibility in the eyes of potential customers.
d) Visual marketing
This strategy involves leveraging visual elements to capture the attention of buyers during live streams, aiming to heighten interest in the product and enhance brand recognition among consumers. Visual marketing emphasizes the use of appealing images, videos, and graphic components to attract consumer engagement.
e) Interaction
Interaction is described as a crucial element that allows sellers (broadcasters) to engage directly with audiences during live events. This engagement not only boosts audience participation but also enhances the effectiveness of promoting the goods or services being offered.

Price
As per Kotler dan Armstrong in Japarianto and Adelia (2020) the price refers to the aggregate sum of money that customers spend to receive the advantages of a product or service. In addition, Kirana, (2022) suggests that the price represents a monetary amount or an equivalent exchanged for the privilege to purchase or utilize a product or service.
Price holds significant importance as it denotes the worth of a product or service evaluated against the financial resources expended by consumers to access various options of products or services (Meithina, 2019). Furthermore, Septiani, (2018) asserts that price is a critical element in marketing since it correlates with product worth, pricing tiers, discounts, and payment conditions that result in reductions from the established price. Such reductions can manifest as cash offers or alternative forms of concessions.
Price indicators according to Meithina (2019) are as follows:
a) Price accessibility,
Prices that are attainable by all societal segments aligned with the targeted market demographic.
b) Price alignment with product quality,
This pertains to the quality level of a product influencing the pricing determined for consumers.
c) Price competitiveness,
Price competitiveness evaluates whether the offered price is above or below the average set by competitors.

d) Price correlation with benefit value,
Consumers will feel content when they perceive benefits from the purchased product that correspond to their financial expenditure.

e) Price influences consumer choices,
If the price does not match the quality and consumers believe they are not receiving benefits, they are likely to refrain from purchasing. Conversely, if the pricing is suitable, consumers are more inclined to make a purchase.

Consumer Purchasing Interest

As noted by Yunika and Gunawan (2024), purchasing interest represents a phase where one plans to buy a product. It is closely tied to a consumer's desire to acquire a specific item and the quantity they aim to purchase within a given timeframe. Similarly, Wonua et al., (2023) asserted that purchasing interest entails the desire to purchase a product influenced by beliefs of its advantages, which cultivates confidence in the brand's quality. Additionally, the influence of trustworthy individuals can motivate potential buyers to show interest in acquiring the product.

Kotler & Keller as cited by Stella (2021) define purchasing interest as a consumer's actions shaped by external motivations and individual characteristics. Fasha et al., (2022) indicate that interest in purchasing is not always apparent in every consumer, the inclination to shop is often concealed within each individual, with no one else capable of knowing what the buyer truly desires. Purchasing interest manifests only when buyers show enthusiasm or a positive response to the seller's proposal (Nurfitri et al., 2024).

Consumer purchasing interest is regarded as a stage in which consumers act as decision-makers, weighing options from various brands before ultimately deciding to buy (Yuni et al., 2023). Purchasing interest indicators according to Putri et al., (2022) are as follows:

a) Transactional interest, is the interest that customers have in obtaining goods. This can be seen when customers already have a desire to buy a particular product.

b) Referential interest, refers to the customer's interest in recommending an item to others. This happens when customers who like a product want to buy it and encourage those closest to them to buy the same product.

c) Preferential interest, is an interest that reflects consumer behavior towards their favorite products. This choice will only change if something certain happens to their favorite product.

d) Exploratory interest, is the behavior of consumers who start looking for information about a product that interests them. So they collect information about the positive aspects of the product to be purchased.

e) Immediate Purchase Desire, is the consumer's willingness to immediately make a purchase after evaluating a product, where the decision is taken after considering all available information and feeling the need to have the product.

Research Framework

The research framework below illustrates the relationship between the independent variables and the dependent variable used in this study. The independent variables include Brand Trust (X^1), Live Promo (X^2), and Price (X^3), while the dependent variable

is Purchasing Interest (Y). Each hypothesis (H_1 to H_4) represents the assumed influence of these variables, forming the basis for further analysis.
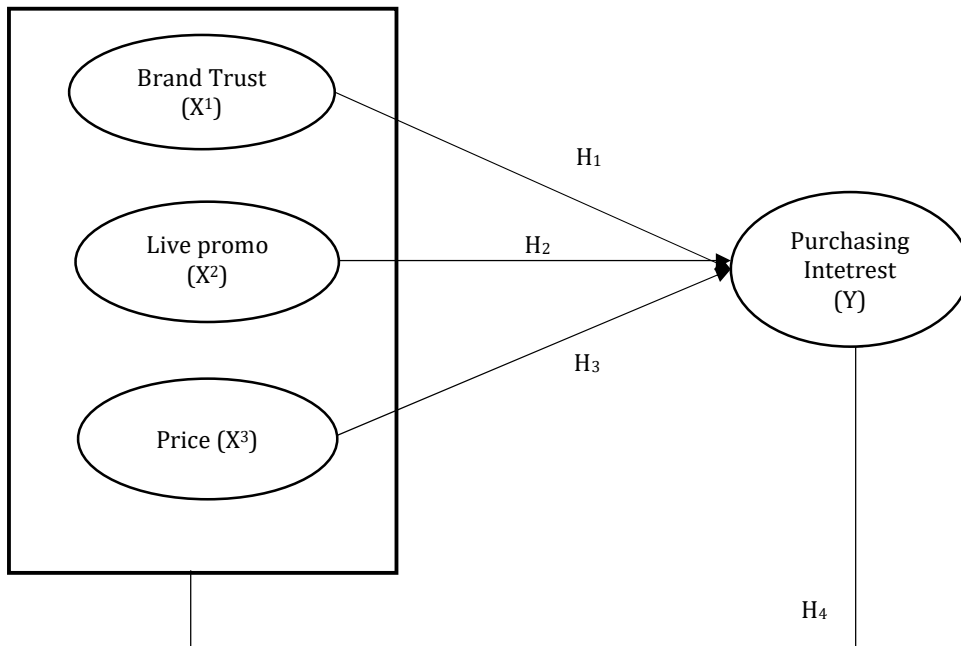
Figure 1
Research Framework

Hypothesis

Based on the theoretical basis and framework of thought that has been developed, the following is the hypothesis in this study:

> *H1: It is believed that trust in a brand positively influences consumer purchasing interest from TikTok Shop in South Sulawesi.*
>
> *H2: It is believed that live promotions positively influence consumer purchasing interest from TikTok Shop in South Sulawesi.*
>
> *H3: It is believed that pricing positively influences influence consumer purchasing from TikTok Shop in South Sulawesi.*
>
> *H4: It is believed that brand trust, live promotions, and pricing have either a partial or combined effect on consumer purchasing from TikTok Shop in South Sulawesi.*

To measure the variables used in this study, variable operationalization was carried out. This operationalization aims to describe each variable into indicators that can be measured quantitatively.

Table 1
Operational Variables of the Study

Variable	Item		Indicator	Source
Brand Trust (X^1)	1.	Trust	BT1	(Anjani, 2017)
	2.	Reliable	BT2	
	3.	Honesty	BT3	
	4.	Security	BT4	
	5.	Brand reputation	BT5	
Live Promo (X^2)	1.	Promotion time	LP1	(Faradiba &
	2.	Discounts of promotions	LP2	Syarifuddin, 2021)
	3.	Product description	LP3	
	4.	Visual marketing	LP4	
	5.	Interaction		
Price (X^3)	1.	Price accessibility	P1	(Meithina, 2019)
	2.	Price alignment with product quality	P2	
	3.	Price competitiveness	P3	
	4.	Price correlation with benefit value	P4	
	5.	Price influences consumer choices	P5	
Purchasing Interest (Y)	1.	Transactional interest	MB 1	(Putri et al., 2022)
	2.	Referential interest	MB2	
	3.	Preferential interest	MB3	
	4.	Exploratory interest	MB4	
	5.	Immediate purchase desire	MB5	

METHOD

This research employs a quantitative approach. The data collection methods include both primary. Primary data is gathered through the distribution of questionnaires to respondents. The population for this study consists of TikTok Shop users from teenagers to parents in the South Sulawesi region. Because the number of samples is not yet known for certain, The sample size is determined by using a minimum of 10 times the number of measurement items employed (Hair et al., 2017). The sampling technique employed is purposive sampling, where respondents are selected based on specific criteria, namely individuals aged 15–50 years who have experience using TikTok Shop in South Sulawesi (Etikan, 2016).

This research uses 20 measurement indicators so that the minimum sample size is obtained (10 x 20 = 200). Thus, the number of respondents in this research is 200. The sample criteria are individuals aged 15-50 years. Due to the limitations of the researcher, the sample and respondents are limited to the South Sulawesi region. The scale employed for measurement is the Likert scale, and the analysis of the data was performed with SPSS version 22, including tests for validity, reliability, T Test, and F Test. This study took place between September and December 2024.

RESEARCH RESULTS AND DISCUSSION
Characteristics of Respondents

Respondent characteristics are descriptive data that describe the basic profile of individuals participating in a study. These characteristics can include demographic aspects such as gender, age, education level, occupation, and other social factors (Helwig et al., 2021).

In this study, the characteristics displayed are gender, namely male and female. The purpose of presenting respondent characteristics is to provide a general overview of the respondent profile so that readers can understand the participant's background in the context of the research.

Table 2
Respondent Characteristics

No	Characteristics	Classification	Number of respondents	Percentage (%)
1.	Gender	Male	60	30%
		Female	140	70%
	Total		200	100%
2.	Age	15-20 years	53	26,5%
		21-25 years	110	55,0%
		26-30 years	9	4,5%
		31-50 years	28	14,0%
	Total		200	100 %
3.	Address		All respondents in South Sulawesi	

Source: Primary Data 2024

First, Table 2 shows the respondent characteristics data shows that 140 respondents, or 70%, are female, then male there are 60 or 30% . The characteristics can be categorized by age; 15-20 years old, namely 53 respondents or 26.5%, respondents between 21-25 years old, namely 110 or 55.0%, for ages 26-30 years there are 9 or 4.5%, and respondents aged 31-50 years there are 28 people or 14.0% of respondents. All respondents are from the South Sulawesi region.

Instrumental Test
Validity test
According to Sugiyono (2016), the validity test shows the extent to which the actual data on the object matches the data taken by the researcher. To find the validity of an item, we relate the item value to the total number of items. The validity test is conducted to evaluate whether the data collected in the study is valid and aligns with the instrument used, which in this case is the questionnaire.

It is considered valid if the calculated r value exceeds the r table value. while conversely if the calculated r is less than the r table, it is considered invalid (Helwig et al., 2021). The validity test was conducted using SPSS version 22 with 200 respondents. resulting in the r table value for N = 200 is obtained with a significance of 5% (0.05), which is 0.138.

Table 3
Validity Test Result

Variable	Item	r count	r table	Description
Brand Trust (X1)	BT1	0,831	0,138	Valid
	BT2	0,842	0,138	Valid
	BT3	0,860	0,138	Valid
	BT4	0,799	0,138	Valid
	BT5	0,817	0,138	Valid
Live Promo (X2)	LP1	0,577	0,138	Valid
	LP2	0,662	0,138	Valid
	LP3	0,580	0,138	Valid

	LP4	0,657	0,138	Valid
	LP5	0,686	0,138	Valid
Price (X3)	P1	0,734	0,138	Valid
	P2	0,712	0,138	Valid
	P3	0,691	0,138	Valid
	P4	0,731	0,138	Valid
	P5	0,779	0,138	Valid
Purchasing Interest (Y)	MB1	0,719	0,138	Valid
	MB2	0,706	0,138	Valid
	MB3	0,752	0,138	Valid
	MB4	0,605	0,138	Valid
	MB5	0,614	0,138	Valid

Source: Data analysis results using SPSS version 22, 2024

Based on the analysis of the validity test results presented in the Table 3, it is clear that the significance values for each statement from the variables are above 0.50, and the calculated r values exceed the r table values. In this research, the r table value was determined to be 0.138. Thus, it can be inferred that the components from the brand trust, live promo, price, and purchase interest variables are regarded as valid.

Reliability Test

A reliability test is a test conducted to determine the extent to which a research instrument produces consistent and stable results when measured repeatedly under the same conditions (Helwig et al., 2021). In the context of quantitative research, reliability is often tested using Cronbach's Alpha, especially for questionnaires consisting of several items or statements. It is considered reliable if Cronbach's Alpha is greater than the threshold value of 0.60 (Sekaran & Bougie, 2016).

Table 4
Results of the Reliability Test

Variable	Cronbach's Alpha	Limit Value	Description
Brand Trust (X1)	0,887	0,60	Reliable
Live Promo (X2)	0,623	0,60	Reliable
Price (X3)	0,780	0,60	Reliable
Purchasing Interest (Y)	0,711	0,60	Reliable

Source: Data analysis results using SPSS version 22, 2024

In accordance with Table 4, the reliability test results for each variable item indicate a value greater than 0.60, meaning that all instrument items for each variable are considered reliable.

Research Hypothesis Testing
Partial Test (T-Test)
The T-Test is used to assess the individual effect of independent variables on the dependent variable. The test is conducted by comparing the calculated t value with the t table, or by examining the significance value of each calculated t (Septiani, 2018).

Table 5
Results of the Partial Test (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,292	1,211		4,370	,000
	BRAND TRUST	,309	,051	,405	6,047	,000
	LIVE PROMO	,210	,066	,183	3,201	,002
	PRICE	,255	,064	,285	3,975	,000
a. Dependent Variable: Purchasing Interest						

Source: Data analysis results using SPSS version 22

1. For the brand trust variable, a significance value of 0.000 <0.05 and a t-count value of 6.047 > t table 1.972 were obtained. As a result, H1 is accepted, indicating that the brand trust variable (X1) has a positive and significant partial effect on the purchasing interest variable (Y).
2. For the live promo variable, a significance value of 0.002 <0.05 and a t-count value of 3.201 > t table 1.972 were obtained. Hence, H2 is accepted, indicating that the live promo variable (X2) has a positive and significant partial impact on the purchasing interest variable (Y).
3. For the price variable, a significance value of 0.000 <0.05 and a t-count value of 3.975 > t table 1.972 were obtained. Therefore, H3 is accepted, indicating that the price variable (X3) has a positive and significant partial effect on the purchasing interest variable (Y).

Simultaneous Test (F Test)
Next, this study will conduct a simultaneous test to determine whether the independent variables collectively affect the dependent variable (Selfia & Adlina, 2023).

According to Nurhalima et al., (2024), If the calculated F value is greater than the F table or the significance value (sig) is less than 0.05, then it can be considered to have a simultaneous significant effect on the dependent variable. Conversely, if the calculated F value is smaller than the F table or the sig value is more than 0.05, then it can be considered to have no simultaneous significant effect on the dependent variable.

Table 6
Results of the Simultaneous Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	505,941	3	168,647	87,753	,000[b]
	Residual	376,679	196	1,922		
	Total	882,620	199			

Source: Data analysis results using SPSS version 22, 2024

Based on the Table 6, with n = 200, obtained df = 200-3-1 = 196, the F table value is 2.65. From the data, it is found that the significance value is 0.000 <0.05 and the calculated F value is 87.753 > F table 2.65. Therefore, it can be concluded that H0 is rejected and Ha is accepted, indicating that H4 in this study shows that the variables X1

(brand trust), X2 (live promo), and X3 (price) have a simultaneous effect on Y (purchasing interest).

The Influence of Brand Trust on Purchasing Interest

According to the results of the T-Test calculation, it was found that brand trust has a positive and significant impact on purchasing interest. This is evident from the significance value of the brand trust variable, where the t-test value indicated that the calculated t for the brand trust variable (X1) exceeded the t-table value, 6.047 > 1.972, with a significance value of 0.000, which is less than 0.05. This means that H1 is accepted, confirming that brand trust influences consumer purchasing interest in TikTok Shop in the South Sulawesi region.

The findings of this study are consistent with previous research by Damayanti et al., (2023), That indicates brand trust has a positive and significant impact on purchase interest. However, research by Tria and Syah (2021) suggests that brand trust does not have a significant impact on purchasing interest.

The Effect of Live Promo on Purchasing Interest

Based on the T-Test results, it was found that live promo has a positive and significant impact on purchasing interest. This is evident from the significance value of the live promo variable, where the t-test results show that the calculated t value is greater than the t-table value, 3.201 > 1.972, with a significance value of 0.002, which is less than 0.05. Therefore, H2 is accepted, indicating that live promo influences consumer purchasing interest in TikTok Shop in the South Sulawesi region.

The findings of this study are consistent with previous research by Arifa and Noegroho (2024) indicating that live promo has a positive and significant impact on purchasing interest.

The Influence of Price on Purchasing Interest

The T-Test results indicate that price has a positive and significant impact on purchasing interest. This is demonstrated by the significance value of the price variable, where the t-test results show that the calculated t value (3.975) is greater than the t-table value (1.972), with a significance value of 0.000, which is below 0.05. This means that H3 is accepted, confirming that price affects consumer purchasing interest in TikTok Shop in the South Sulawesi region.

The findings of this study are consistent with the research by Yunika & Gunawan (2024) which indicates that price has a positive and significant impact on purchasing interest. This suggests that price can shape consumers' perceptions of the products offered. The lower the price, the more likely consumers are to make a purchasing, and the opposite is true as well. However, a study by Subagio et al., 2023) found that price does not have a significant effect on purchasing interest.

The Influence of Brand Trust, Live Promo, and Price on Purchasing Interest

Based on the results of the simultaneous F-test study, the calculated f value obtained is greater than the f table, which is 87.753> 2.65 with a significance value of less than 0.05, which is 0.000. These results indicate that the independent variables, namely brand trust (X1), live promo (X2), and price (X3), simultaneously affect the dependent variable, namely purchasing interest (Y).

CONCLUSION AND SUGGESTION

Based on the findings from the hypothesis testing and discussion, it can be concluded that this study (1) Brand Trust has a positive and significant effect on consumer purchasing interest in TikTok Shop in the South Sulawesi region, (2) Live Promo has a positive and significant effect on consumer purchasing interest in TikTok Shop in the South Sulawesi region, (3) Price has a positive and significant effect on consumer purchasing interest in TikTok Shop in the South Sulawesi region, (4) Brand Trust, Live Promo, and Price collectively influence consumer purchasing interest in TikTok Shop in the South Sulawesi region.

This study was limited to respondents from the South Sulawesi region. Future research is encouraged to expand the geographical coverage to other regions of Indonesia to improve the generalizability of the findings. Furthermore, future studies may examine the variables of brand trust, live promo, and price in more depth by incorporating mediating variables such as perceived value or customer satisfaction, which could provide a more comprehensive understanding of the factors influencing purchasing interest on TikTok Shop. Comparative studies based on demographic factors (such as age, gender, or education level) are also recommended to explore whether these variables have different effects across consumer groups.

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