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Impact Of Interactivity And Live Streaming Promotion (Tiktok Shop) On Consumer Buying Interest : A Sor Model Approach

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ABSTRAK

This study examines the impact of interactivity and livestream promotions on TikTok Shop consumers' purchase intentions through the Stimulus-Organism-Response (SOR) model, with consumer trust and attitude as mediators. Data were collected from 174 respondents in West Nusa Tenggara using purposive snowball sampling and analyzed using PLS-SEM. The results indicate that interactivity has no direct effect on purchase intentions but is fully mediated by trust, while promotions significantly influence purchase intentions both directly and through consumer attitudes. This model explains 74.9% of the variance in purchase intentions. These findings highlight the importance of building trust and positive consumer attitudes in TikTok Shop and livestream strategies.

INTRODUCTION

With the continuous development of information technology, e-commerce is widely used throughout the world and has become an inseparable part of consumer life (Song et al., 2022). Technological advancements have caused a transformation in the business world. In 2025, TikTok became one of the most popular applications in social media. The application had around 1.59 billion users worldwide at the beginning of the year, with projected growth reaching around 1.9 billion by 2029 (Slotta, 2026). According to the latest data from We Are Social and Meltwater, the TikTok user base of Land and Water reached 194.37 million in July 2025, this puts Indonesia in the top position globally, surpassing other large countries such as the United States and Brazil (Nouvan, 2026). Platforms like TikTok have a significant impact not only on global trends, but also transform the way consumers interact with brands, facilitating instant engagement, purchasing transactions, and new methods of social commerce (Praseto & iHartono, 2025). In this context, TikTok Shop operates as a social commerce platform that combines live streaming capabilities with direct buying and selling activities. This results in a dynamic and instantaneous shopping experience that bridges interactions between merchants and consumers.

One significant benefit of TikTok Shop is the seamless integration of entertainment content and social commerce, facilitating users to purchase products directly without leaving the app platform. This advantage is reinforced by interactive live shopping facilities and short video content that has the potential to go viral to significantly increase sales (Creative, 2024). Interaction in live broadcasts is an important aspect of the live shopping process. In this case, consumers have the ability to observe the product directly at the same time as the product is displayed. In addition, they can also ask questions directly to the seller who is demonstrating the product (Mindiasari et al., 2024). Live istreaming ie-commerce has the potential to present more and more accurate information to consumers compared to uploads which primarily communicate product details through narratives and visuals. (Ma et al., 2022). Previous researchers also have the same opinion that online shopping through live broadcasts has the potential to offer richer information to consumers compared to posts that primarily convey product information through stories and images (Zhou & Tong, 2022). TikTok Shop is an e-commerce platform that offers a unique shopping experience. This platform facilitates online shopping activities in an environment that has significant capacity to influence consumer decisions. This is achieved by integrating intensive interaction and promotional activities during live broadcast sessions. This potential is exploited by streamers to influence consumer purchasing decisions, thanks to the combination of high levels of interactivity and promotion in a single live session. For this reason, live streaming directly provides consumer icons with the opportunity to observe visual aspects, product attributes, and the mechanism of obtaining goods instantly, easily understood, and in detail, which ultimately grows confidence and satisfies consumer needs (Song et al. al., 2022).

However, the encouragement (stimulus) which includes interactivity and promotion does not always immediately create a desire to buy in consumers. The stimulus–organism–response (SOR) model was introduced by Mehrabian and Russell (1974). SOR theory has been transformed into one of the fundamental frameworks in the study and understanding of consumer behavior, and has been widely applied in the domain of consumer behavior (Song et al., 2022). The SOR model consists of three phases, including external stimuli or the environment, internal conditions of the consumer or organism, and response (Zhang et al., 2023). Buyers tend to make quick purchasing decisions, influenced by their limited irrationality, due to the trust they place in the streamer. This trust plays a crucial role in mitigating doubts associated with online shopping transactions, which ultimately contributes to increased consumer spending capacity. Previous researchers have expressed their views and examined the perception of shopping value in live streaming content, and how it contributes to increased trust and ultimately boosts customer engagement (Chandrruangphen et al., 2022). Confidence in live broadcasts can arise from regular interactions between the streamer and the audience, or from the competence and character possessed by the streamer (Liu & Zhang, 2024). Apart from the trust aspect, consumer perception regarding practicality, ease of operation, and cost efficiency during the transaction process can also be a valuable indicator. The satisfaction that arises from direct interactions during the process of forming

purchasing patterns contributes to consumers' encouragement to make purchases (Song et al., 2022). Thus, consumer beliefs and attitudes function as intermediaries that convert incentives from interactions and promotions into concrete assets.

Previous studies have analyzed the determinants that impact consumers' impulsive buying actions during live-streaming shopping sessions, based on the iStimulus-Organism-Response (SOR) model framework (Nisa, 2023). Other researchers have also shown that interactive features and promotional offers, such as discounts, significantly encourage immediate purchase intentions among consumers (Prasetyo & Hartono, 2025). Regarding the intermediary variable, the findings show that consumer trust acts as an intermediary in the relationship between information quality and purchase interest. This imediation variable indicates that the consumer's level of trust influences the correlation between the quality of the information presented and the consumer's propensity to make a purchase. A number of studies have confirmed the positive impact of perceived trust on purchase intentions via online platforms, which confirms the significant role of trust (Song et al., 2022). However, previous literature has not investigated the combined interaction between promotion through the mediation of trust and consumer attitudes that are directly related to purchase intention. Therefore, this study will be conducted in the context of TikTok Shop live streaming in Indonesia. However, previous research has not comprehensively explored the integrated relationship between interactivity and promotion with consumer trust and attitudes regarding purchase intention in the TikTok Shop live streaming platform. For this reason, in this study, a study will be conducted on the Impact of Interactivity and TikTok Shop Live Streaming Promotion on Consumer Purchase Interest: S-O-R Model Approach, with consumer trust and attitudes as mediating variables, to preserve existing literature and provide practical contributions to digital business actors in West Nusa Tenggara Province (NTB).

RESEARCH METHODS

This research uses an quantitative approach with an idescriptive-causal survey design. The quantitative approach was chosen because the research aims to test hypotheses regarding causal relationships between variables in an iterative manner and can be generalized. Causal design is used to identify the influence of independent variables, namely interactivity (X_1) and promotion (X_2), on the independent variable consumer icon buying interest (Y), with mediation by the mediating variable trust (M_1) and consumer icon attitude (M_2). The survey method was chosen as the main instrument for collecting data because it allows collecting information from a large number of respondents efficiently in a relatively short time (Sugiyono, 2020).

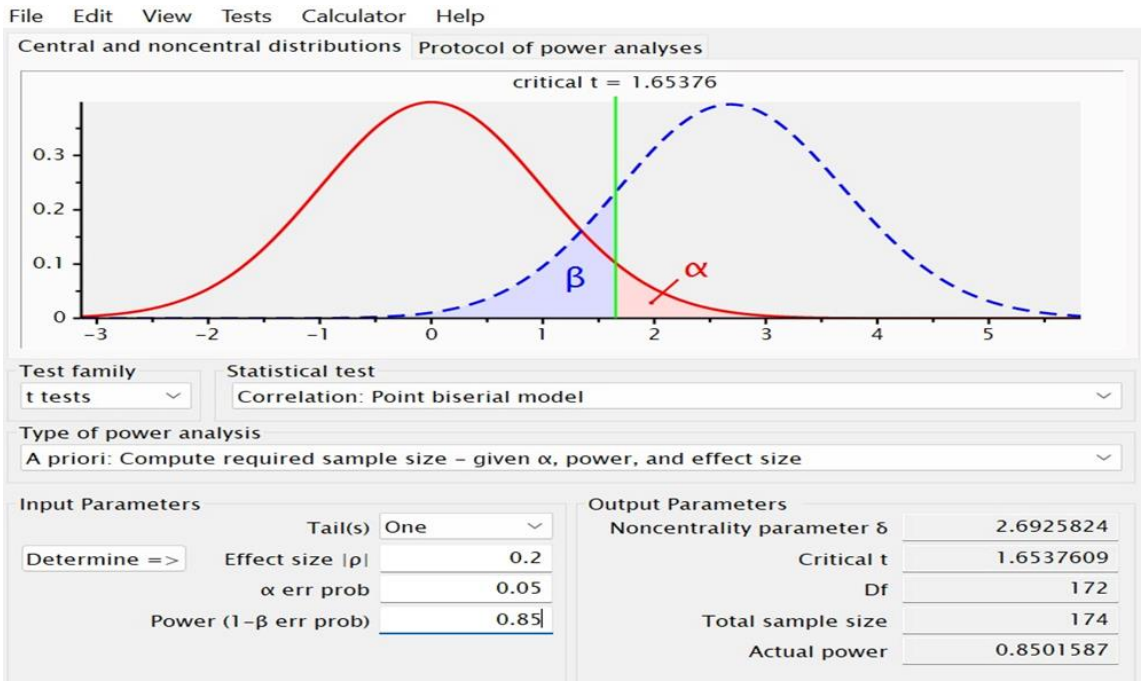
The population in this research are people in the Nusa, Southeast and West (NTB) regions who have purchased products through the live istreaming feature of iTikTok iShop. Given that there is no official data that accurately records the number of TikTok and Shop users who actively make purchases through the live streaming feature in the NTB region,

either from the Central Statistics Agency (BPS) or other official institutions, the population in this study is categorized as an unknown or infinite population.

The sampling technique used in this study is a combination of purposive sampling and isoball sampling. Purposive sampling is used to ensure that respondents meet the criteria that have been determined by researchers (Sugiyono, 2020), while isnowball sampling is applied as a technique for expanding respondents, where respondents who have filled out questionnaires are asked to recommend other prospective respondents who also meet the criteria. research, until the specified number of samples is fulfilled. The sample criteria in this research are as follows: (1) people who are domiciled in the Nusa Tenggara and West Nusa Tenggara regions (NTB) or outside NTB; (2) consumers who have watched live streaming on TikTok iShop at least once in the last three months; (3) consumers who have purchased a product through the TikTok iShop live streaming feature; and (4) are at least 18 years old and have an active TikTok account.

Because the number of consumers who have made purchases through the TikTok iShop live streaming feature in the West Nusa Tenggara region cannot be known with certainty, the determination of the number of samples in this study was carried out using the G*Power 3.1 application with a priori ipower analysis approach. This method is used to determine the minimum required sample size based on the effect size, significance level (α), and statistical power (1-β) that have been determined before data collection. The analysis is carried out with the following specifications: The test family used is the 100 tests with the Statistical test in the form of Correlation: Point Biserial Model, the type of analysis is a priori: compute the required sample size, one-tailed test, effect size |ρ| = 0.2 (small category based on Cohen, 1988), type I error rate (α err prob) = 0.05, and power (1−β err prob) = 0.85.

Based on the results of the G*Power calculation, the noncentrality parameter value is δ = 2.6925824, critical t = 1.6537609, Df = 172, and the total sample size = 174 corresponds to an actual power of 0.8501587. In this way, the researcher determined a sample size of 174 respondents to meet statistical adequacy standards and at the same time anticipate the possibility of invalid data or questionnaires that were not filled out incompletely.



Data collection in this study was conducted online through the distribution of questionnaires using the Google iForms platform. The questionnaire link was distributed through various social media platforms, namely WhatsApp, and directly to the community in the NTB region. To ensure that respondents met the established criteria, the initial part of the questionnaire was equipped with a screening question. Respondents who did not meet the criteria were automatically directed out of the questionnaire, so that only respondents who met all the criteria could continue filling out the questionnaire until it was completed. iGoogle iForms was chosen because it allows for automatic recapitulation of data, expands the reach of respondents, and is more efficient in terms of time and costs.

The research instrument is a closed questionnaire using a 7-point Likert Scale. The questionnaire consists of two parts, namely: (1) the respondent's idemographic data including gender, age, and frequency of shopping through live istreaming TikTok Shop; and (2) a statement regarding each research variable that was developed based on theory and previous research that is irrelevant. The Likert scale used consists of seven levels, namely score 7 for Strongly Agree (SS), score 6 for Agree (S), score 5 for Fairly Agree (CS), score 4 for Neutral (N), score 3 for Disagree (KS), score 2 for Disagree and Agree (TS), and score 1 for Strongly Disagree (STS).

The validity and irreliability test is carried out in the Confirmatory Factor Analysis (CFA) framework in SmartPLS 4 using the following criteria: 0.50 which indicates the validity of the construct, the Composite iReliability value ≥ 0.70 which indicates the internal consistency between indicators, the iCronbach's iAlpha value ≥ 0.70 which indicates the overall unreliability of the instrument.

The main analysis was conducted using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with iSmartPLS 4 software. SEM-PLS was chosen because it is suitable for models involving mediating variables (M_1 and M_2) simultaneously, sample sizes that are not too large, data that does not have to be multivariately normally distributed, and models that are exploratory-predictive. SEM-PLS analysis was conducted in two stages. First, the outer model was tested to assess the validity and unreliability of the constructs as previously explained. Second, testing the structural model (inner model) to test the research hypothesis which includes: (1) testing the direct influence of X_1 and X_2 on Y; (2) test the indirect effect through M_1 i and M_2 i using the ibootstrapping method; (3) assessment of the coefficient of identification (R^2) to measure the ability of the model to explain variations in Y; and (4) assessment of effect size (f^2) and predictive irrelevance (Q^2) to assess the quality of the structural model. The significance of the influence is assessed based on the it-statistic value > 1.96 and p-value < 0.05 at the 95% confidence level.

The testing of the mediation effect of M_1 (Trust) and M_2 (Consumer Attitude) was conducted using the bootstrapping procedure in SmartPLS 4. The type of mediation was categorized using the Hair et al. (2014) criteria as follows. Full mediation occurs if the direct effect of X → Y is not significant but the indirect effect of X → M → Y is significant. Partial mediation occurs if both the direct and indirect effects are significant. There is no mediation if the indirect effect is not significant.

RESULTS AND DISCUSSION

Characteristics of Respondents

This study collected data from respondents who were residents of the West Nusa Tenggara (NTB) region who had watched live streaming on TikTok Shop at least once in the last three months and had made a purchase through the feature. Questionnaires were distributed online via Google Forms, WhatsApp, and in person. The total number of respondents successfully collected was 229 and met the purposive-snowball sampling criteria, which was 174 respondents, in accordance with the results of the G*Power 3.1 calculation which determined the minimum sample size of 174. A general description of the characteristics of the respondents is presented in Table 1.

Table 1. Respondent Characteristics (n = 174)

Characteristics	Category	Number / Percentage
Gender	Man	41.9%
	Woman	58.1%
Age	18–20 years old	34.8%
	21–30 years old	56.4%
	31-40 years old	5.7%

	41-50 years old	2.6%
	Above 50	0.4%
Level i of Education	JUNIOR HIGH SCHOOL	6.2%
	SENIOR HIGH SCHOOL	34.4%
	S1	57.3%
	S2	0.9%
	S3	1.3%
Income i (IDR)	<2 million	70%
	2 million – 5 million	20.7%
	5 million – 10 million	2.6%
	Above 10 million	6.6%
Frequency Watch Content Broadcast Live	1–3 hours	89.9%
	3-5 hours	7.9%
	Above 7 hours	2.2%

Source: Primary data processed (2026)

Based on Table 1, the majority of respondents are from the productive age group who actively use digital platforms, particularly TikTok Shop. The dominance of the younger age group indicates that this generation is the primary segment of live streaming e-commerce users in West Nusa Tenggara (NTB). The high frequency of shopping through live streaming features among respondents also indicates that live shopping activity has become part of the daily shopping behavior of digital consumers in the region.

Evaluation of the Measurement Model (Outer Model)

Convergent Validity

The evaluation of the measurement model was conducted to assess the convergent validity, discriminant validity, and irreliability of all constructs in the research model. Convergent validity was assessed based on the outer loading value of each indicator and the Average Variance Extracted (AVE) value of each construct. The test results are presented in Tables 2 and 3.

Table 2. Results of Convergent Validity and Composite Reliability

Variables	Range Loading Factor	Composite Reliability (rho_c)	Information
X1 (Interactivity)	0.704–0.814	0.937	Valid & Reliable
X2 (Promotion)	0.716–0.801	0.936	Valid & Reliable
M1 (Trust)	0.780–0.865	0.904	Valid & Reliable
M2 (Consumer Attitude)	0.706–0.817	0.879	Valid & Reliable
Y (Interest to Buy)	0.731–0.778	0.868	Valid & Reliable

Source: Data processing with SmartPLS 4 (2026)

Based on Table 2, all indicators for each construct have factor loadings above 0.70—the minimum required for external evaluation of the PLS-SEM model (Hair et al., 2014). The highest factor loading was found for the Trust variable (M1) with a range of 0.780–0.865, while the lowest loading remained above the threshold (0.704 for X1). This indicates that all indicators validly measure their respective constructs.

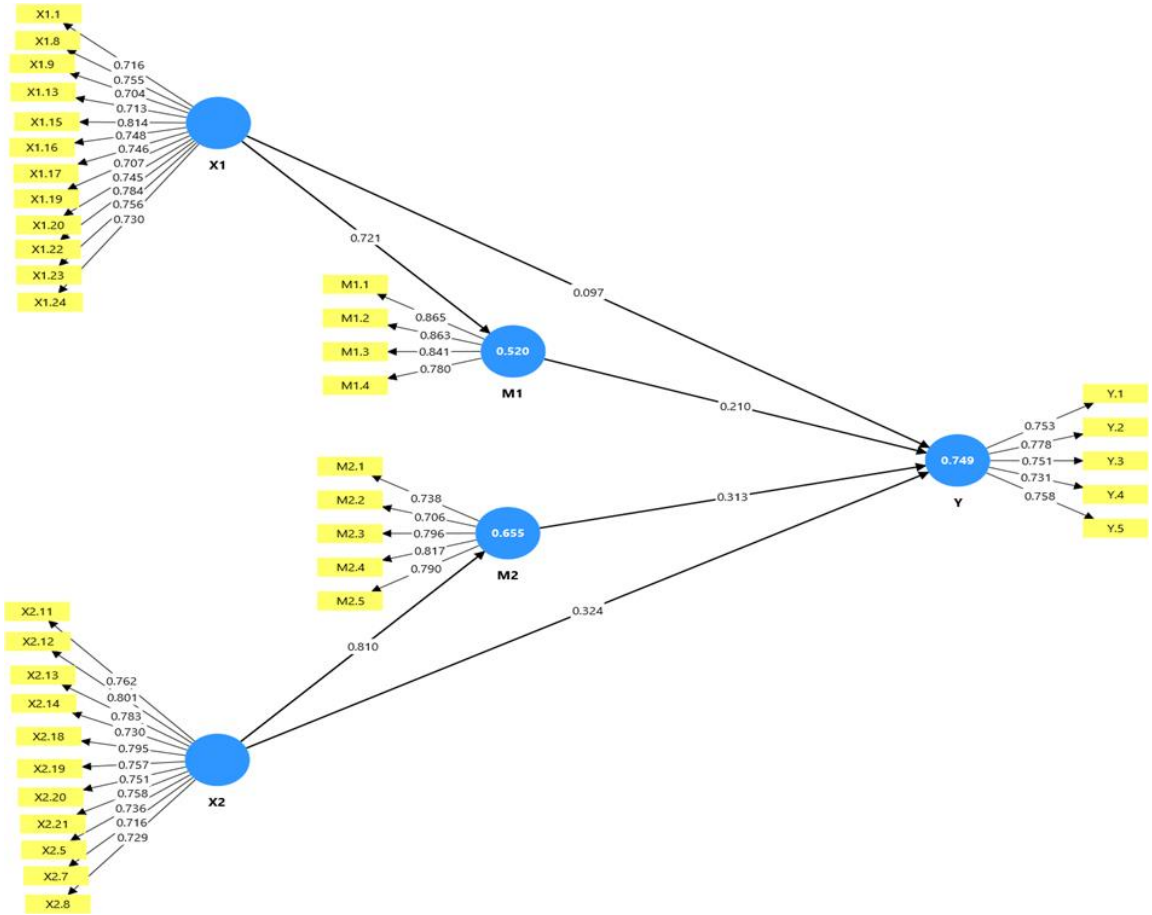


Figure 1. PLS-SEM Structural Model

Source: Author's data processing with SmartPLS 4 (2026).

Table 3. AVE, Cronbach's Alpha, and Composite Reliability

Variables	Cronbach 's Alpha	Composite Reliability rho_a	Composite Reliability rho_c	AVE	Information
M1 (Trust)	0.858	0.862	0.904	0.703	Valid & Reliable
M2 (Consumer Attitude)	0.828	0.832	0.879	0.594	Valid & Reliable
X1 (Interactivity)	0.926	0.927	0.937	0.553	Valid & Reliable
X2 (Promotion)	0.925	0.926	0.936	0.573	Valid & Reliable
Y (Interest to Buy)	0.811	0.811	0.868	0.569	Valid & Reliable

Source: Data processing with SmartPLS 4 (2026)

Table 3 shows that the AVE values for all constructs are above 0.50, with the highest value in M1 (Trust) at 0.703. The Cronbach's Alpha values for all constructs range from 0.811 to 0.926, far exceeding the minimum limit of 0.70. Similarly, the Composite Reliability (rho_c) values for all constructs range from 0.868 to 0.937. Thus, all constructs in this research model are deemed reliable and have good internal consistency.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R-Square)

The structural model's predictive ability was evaluated by examining the R-Square (R^2) value for each endogenous variable. The results are presented in Table 5.

Table 5. Results of the Coefficient of Determination (R-Square)

Endogenous Variable	R-Square	Information
M1 (Trust)	0.520	Moderate
M2 (Consumer Attitude)	0.655	Strong
Y (Interest to Buy)	0.749	Strong

Source: Data processing with SmartPLS 4 (2026)

Based on Table 15, the R-Square value for the variable Purchase Interest (Y) is 0.749, indicating that the variables Interactivity (X1), Promotion (X2), Trust (M1), and Consumer Attitude (M2) are collectively able to explain 74.9% of the variation in Purchase Interest, while the remaining 25.1% is influenced by factors outside the research model. This model is considered to have strong predictive ability. The Trust variable (M1) obtained an R-Square value of 0.520, meaning that customer interactivity can explain 52.0% of the variation in Trust, while the Consumer Attitude variable (M2) obtained an R-Square value of 0.655, indicating that Promotion can explain 65.5% of the variation in Consumer Attitude. Overall, this research model is categorized as having strong predictive ability.

Hypothesis Testing (Path Coefficient & Bootstrapping)

Hypothesis testing was conducted using the bootstrapping method with SmartPLS 4. The hypothesis is stated as supported if the bootstrapping value at 5% alpha approaches or exceeds 0.95 (equivalent to $p < 0.05$). The results of the structural path testing are presented in Table 6.

Table 6. Results of Hypothesis Testing (Path Coefficient)

H	Relationship between Variables	Path Coeff.	Alpha 1%	Alpha 5%	Decision
H1	X1 → M1 (Trust)	0.721	1,000	1,000	Supported
H2	X2 → M2 (Consumer Attitude)	0.810	1,000	1,000	Supported
H3	M1 → Y (Buying Interest)	0.210	0.803	0.937	Supported
H4	M2 → Y (Buying Interest)	0.313	0.992	0.999	Supported
H5	X1 → Y (Direct)	0.097	0.194	0.428	Not Significant
H5	X2 → Y (Direct)	0.324	0.995	0.999	Supported

Source: Data processing with SmartPLS 4 (2026)

Based on Table 6, the results of the hypothesis testing show the following findings. First, Interactivity (X1) has a positive and significant effect on Trust (M1) with a path coefficient of 0.721 and a 5% α value of 1.000, so H1 is accepted. Second, Promotion (X2) has a positive and significant effect on Consumer Attitude (M2) with a path coefficient of 0.810 and a 5% α value of 1.000, so H2 is accepted. Third, Trust (M1) has a positive effect on Purchase Intention (Y) with a coefficient of 0.210 and a 5% alpha value of 0.937, so H3 is accepted. Fourth, Consumer Attitude (M2) has a positive and significant effect on Purchase Intention (Y) with a coefficient of 0.313 and a 5% alpha value of 0.999, so H4 is accepted. The direct effect of Interactivity (X1) on Purchase Intention (Y) shows a path coefficient of 0.097 with a 5% alpha value of only 0.428, which means this direct effect is not statistically significant. Thus, H5, which states that interactivity has a direct effect on purchase intention, is not statistically proven, although the direction of the effect is positive. In contrast, Promotion (X2) is proven to have a positive and significant effect on Purchase Intention directly with a coefficient of 0.324 and a α-pha value of 15% = 0.999. The bootstrapping results to test the statistical significance of all these relationships are presented in Table 7.

Table 7. Bootstrapping Results (T-Statistic and P-Value)

Relationship between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
M1 → Y	0.210	0.210	0.089	2,370	0.018	Significant
M2 → Y	0.313	0.315	0.075	4,197	0,000	Significant
X1 → M1	0.721	0.722	0.038	18,736	0,000	Significant
X1 → Y	0.097	0.104	0.085	1,133	0.257	Not Significant

Relationship between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
X2 → M2	0.810	0.810	0.035	23,323	0,000	Significant
X2 → Y	0.324	0.316	0.090	3,616	0,000	Significant

Based on the bootstrapping results in Table 7, there are five of the six relationships that are proven to be statistically significant with a t-statistic value > 1.96 and a p-value < 0.05. The only relationship that is not significant is the direct influence of Interactivity (X1) on Purchase Interest (Y), with a t-statistic value of 1.133 and a p-value of 0.257. Meanwhile, all other paths, namely M1 → Y (t = 2.370; p = 0.018), M2 → Y (t = 4.197; p = 0.000), X1 → M1 (t = 18.736; p = 0.000), 0.000), and X2 → Y (t = 3.616; p = 0.000), it is proven to be significant.

Indirect Effects (Total Indirect Effects)

To strengthen the conclusions regarding the mediating role of Trust (M1) and Consumer Attitude (M2), a Total Indirect Effects test was conducted using SmartPLS 4. The test results are presented in Table 8 below.

Table 8. Results of Total Indirect Effects (Specific Indirect Effects)

Relationship between Variables	Indirect Effect	Information
X1 → M1 → Y	0.151	Mediation Trust (H3)
X2 → M2 → Y	0.254	Mediation Attitude Consumer (H4)

Source: Data processing with SmartPLS 4 (2026)

Based on Table 8, the indirect path of Interactivity (X1) to Purchase Interest (Y) through Trust (M1) produces a coefficient of 0.151, while the indirect path of Promotion (X2) to Purchase Interest (Y) through Consumer Attitude (M2) produces a coefficient of 0.254. These two values strengthen the findings in Table 6 and Table 7 that the influence of Interactivity on Purchase Interest works entirely through the mediation of Trust, while the influence of Promotion on Purchase Interest works both directly and through the mediation of Consumer Attitude. The indirect effect value of X2 → M2 → Y which is larger (0.254) compared to X1 → M1 → Y (0.151) also confirms that the mediation path through Consumer Attitude provides a greater contribution to the formation of Purchase Interest compared to the mediation path through Trust.

Effect Size (f^2)

The effect size assessment (f^2) is carried out to determine the magnitude of the relative contribution of each exogenous variable to the related endogenous variable. The results of the effect size analysis are presented in Table 9 below.

Table 9. Results of Effect Size (f^2)

	M1	M2	X1	X2	Y
M1 (Trust)	—				0.063 (Small)
M2 (Consumer Attitude)	—				0.123 (Small-Medium)
X1 (Interactivity)	1,082 (Large)				0.010 (Small)
X2 (Promotion)		1,902 (Large)			0.079 (Small)

Based on Table 9, the Interactivity variable (X1) has a very large effect size on Trust (M1) with a value of $f^2 = 1.082$, and Promotion (X2) has a very large effect size on Consumer Attitude (M2) with a value of $f^2 = 1.902$. This indicates that interactivity is the dominant predictor for the formation of consumer trust, while promotion is the dominant predictor for the formation of consumer attitudes. Meanwhile, the direct influence on Purchase Interest (Y) shows a smaller effect size, namely M2 → Y ($f^2 = 0.123$), M1 → Y ($f^2 = 0.063$), X2 → Y ($f^2 = 0.079$), and X1 → Y ($f^2 = 0.010$). Thus, the mediating variables (M1 and M2) play a more important role in the path to Purchase Interest compared to the direct influence of exogenous variables.

Predictive Relevance (Q^2)

The predictive relevance of the model was assessed using Q^2 Predict, obtained from the Blindfolding procedure in SmartPLS 4. The results of the Q^2 test are presented in Table 10 below.

Table 10. Predictive Relevance Results (Q^2 Predict)

Variables	Q^2 Predict	RMSE	MAE	Information
M1 (Trust)	0.514	0.705	0.523	Relevance Predictive Moderate
M2 (Consumer Attitude)	0.652	0.597	0.432	Relevance Predictive Strong
Y (Interest to Buy)	0.676	0.577	0.439	Relevance Predictive Strong

Based on Table 10, all endogenous variables obtained a Q^2 iPredict value above 0 (zero), indicating that this research model has adequate predictive irrelevance. The Purchase Intention (Y) variable obtained a Q^2 value of 0.676 and Consumer Attitude (M2) of 0.652, which is classified as strong, while Trust (M1) of 0.514 is classified as moderate. Overall, the SEM-PLS model built in this study is declared to be suitable and has good predictive power in

explaining the phenomenon of consumer purchase intention on the TikTok Shop live streaming platform.

Discussion

The results of this study indicate that of the six paths tested in the Stimulus-Organism-Response (SOR) model, mediated by trust (M1) and consumer attitudes (M2), five paths were statistically significant. This finding confirms the relevance of the SOR model approach in explaining the dynamics of consumer purchase intention on the TikTok Shop live streaming platform. The following is a discussion of each research result based on the test results.

The Effect of Interactivity on Purchase Intention (R1)

The results of the first research test showed that Interactivity (X1) had a positive but statistically insignificant effect on Purchase Intention (Y), with a path coefficient of 0.097 and an ip-value of 0.257 (> 0.05). Thus, R1 was not proven. This finding indicates that in the context of TikTok iShop live streaming, interactivity between streamers and consumers does not directly drive purchase intention, but rather works through an indirect pathway, specifically through the formation of consumer trust. This result has consistency with the perspective of the SOR model which places interactivity as a stimulus (S) which needs to be processed first through the organism's internal conditions (O) before producing a behavioral response (R) in the form of belief interest. This condition is also in line with Olivia & Widanti's research which emphasizes that the influence of interactivity on purchase intentions is more mediated by consumer trust and perception factors rather than being directly impacted. When consumers perceive interactive features such as real-time Q&A and responsive two-way communication, these are more likely to build trust in the streamer and platform than to directly generate purchase intention (Liu & Zhang, 2024).

The Effect of Promotion on Purchase Intention (R2)

The results of the second study showed that Promotion (X2) had a positive and significant effect on Purchase Intention (Y) with a path coefficient of 0.324 and an α-value of 0.000 (<0.05). Thus, R2 was proven. These findings indicate that various promotional incentives offered during TikTok iShop live streaming sessions, such as flash sales, price discounts, shopping vouchers, and free shipping, directly and effectively increase consumer purchase intention.

These results align with research by Rinianto & Fatimah (2025), which asserts that promotions in live streaming positively encourage direct consumer decision-making. This significant promotional effect can also be explained through the perspective of the iSOR model, idi the idiimulus ipromotion (S) ilike the time limit iflash isale and price idiscount icreate a sense of urgency that iactivate the response ipurchase (R) more directly without the need to be completely mediated by psychological conditions consumer icon. In addition, this finding is consistent with (Huo et al., 2023) which found that promotional offers are one of the main drivers of impulse buying during live streaming sessions, because discounts and

vouchers provide the perception of real benefits that strengthen consumers' motivation to immediately go online. (Wang et al., 2023).

The Role of Trust in Mediating Interactivity and Promotion on Purchase Intention (R3)

The test results show two irrelevant mediation paths through Trust (M1). First, Interactivity (X1) has a positive and highly significant effect on Trust (M1) with a path coefficient of 0.721 and an ip-value of 0.000. Second, Trust (M1) has a positive and significant effect on Purchase Intention (Y) with a path coefficient of 0.210 and an ip-value of 0.018. In this way, iTrust is proven to mediate the influence of iInteractivity on iBuy Interest, and iR3 is proven to be an interactivity mediation pathway.

Referring to the immediation criteria, because the direct influence X1 → Y is not significant (p = 0.257) but the indirect influence This finding is also confirmed by the Total Indirect Effects result in Table 8, where the path X1 → M1 → Y produces an indirect coefficient of 0.151, which indicates that the entire influence of Interactivity on Purchase Intention is channeled through Trust. This finding confirms that in the SOR model, trust functions as a component of the organism (O) that becomes a critical bridge between the stimulus of interactivity and the response of purchase intention. Consumers who experience high interactivity during live streaming will develop trust in the streamer and the platform, which ultimately leads to purchase intentions (Xu et al., 2022). This is in line with research by Mutmainah & Nadlifatin (2026), which emphasized that trust is the main mediator in the relationship between live streaming environmental stimuli and consumer behavioral responses. The path Promotion (X2) → Trust (M1) is not directly tested in this model because the research design places Trust as a mediator specifically for Interactivity, in accordance with the SOR theoretical framework that was developed.

The Role of Consumer Attitudes in Mediating Interactivity and Promotion on Purchase Intention (R4)

The test results show two irrelevant mediation paths through Consumer Attitudes (M2). First, Promotion (X2) has a positive and very significant effect on Consumer Attitude (M2) with a path coefficient of 0.810 and an ip-value of 0.000—this value is the highest path coefficient in all research models. Second, Consumer Attitude (M2) has a positive and significant effect on Purchase Intention (Y) with a path coefficient of 0.313 and an ip-value of 0.000. Thus, Consumer Attitude is proven to mediate the influence of Promotion on Purchase Intention, and R4 is proven for the promotion mediation path. This result is reinforced by the Total Indirect Effects value in Table 8, where the path X2 → M2 → Y produces an indirect coefficient of 0.254—a value that is greater than the mediation path of Trust (0.151)—which confirms that Consumer Attitude provides a stronger mediation contribution to the formation of Purchase Intention.

In the perspective of the SOR model, Consumer Attitude (M2) functions as a component of the organism (O) that translates promotional stimuli into internal evaluations, which then give rise to a purchase intention response. This finding is in line with Zhang et al.,

(2023) who identified that the consumer's attitude towards an object is a strong predictor of purchase intention. Promotions displayed during the live streaming session, such as price discounts and product bundling, form positive consumer assessments of the product's value and price suitability, which in turn increase favorable attitudes towards the product and encourage the formation of purchase interest (Elsholiha et al., 2023) The very large effect size on the path i

The Simultaneous Effect of Interactivity and Promotion on Purchase Intention through the SOR Model (R5)

Overall, the research results support the R5, which states that Interactivity (X1) and Promotion (X2) simultaneously influence Purchase Intention (Y) through the SOR model mechanism. This is reflected in the R-Square value of 0.749, indicating that the four variables in the model (X1, X2, M1, M2) together explain 74.9% of the variation in Purchase Intention, and the Q^2 iPredict value of 0.676, confirming the strong predictive relevance of the model. This finding confirms that the SOR mechanism works systematically: the stimulus in the form of Interactivity (X1) activates the internal condition of Trust (M1) which then drives Purchase Interest; while the Promotion stimulus (X2) activates the internal condition of Consumer Attitude (M2) which then drives Purchase Interest. In addition, Promotion also shows a significant direct influence on Purchase Interest, indicating that the promotional stimulus is strong enough to bypass the internal psychological process and directly produce a purchase response. Overall, this study provides empirical evidence that the TikTok iShop live streaming platform effectively integrates the dimensions of interactivity and promotion as complementary dual stimuli in driving consumer purchase intention, with consumer trust and attitudes as critical psychological transmission mechanisms (Rifa'i & Utami, 2025; Song et al., 2022).

Overall, the results of this study indicate that the model developed is able to explain the phenomenon of consumer purchase intention on the TikTok Shop live streaming platform well. Promotion is proven to be the variable with the most comprehensive impact, both through its direct influence on Purchase Interest and through the formation of Consumer Attitudes. Meanwhile, Interactivity plays an important role indirectly through the trust channel. This finding provides practical implications that business actors on the TikTok Shop platform need to optimize attractive and targeted promotional strategies, while simultaneously building meaningful interactivity so that consumer trust grows and ultimately encourages higher purchase conversions.

CONCLUSION

This research aims to analyze the influence of Interactivity (X1) and Promotion (X2) on Consumer Purchase Interest (Y) on the live istreaming platform iTikTok iShop, with iTrust (M1) and Consumer Attitude (M2) as mediating variables, using the iStimulus-Organism-Response (SOR) model approach and analysis method PLS-SEM for 174 respondents in West

Nusa Tenggara. Based on the results of hypothesis testing, several things can be concluded as follows.

First, Interactivity is not proven to have a significant direct effect on Purchase Intention (R1 is not proven), but rather works entirely through the full mediation of Trust (R3 is proven). This means that the interaction between the streamer and the consumer only encourages purchase intention after first forming a sense of trust in the streamer and the platform. Second, Promotion is proven to have a positive and significant effect on Purchase Intention both directly and through the mediation of Consumer Attitude (R2 and R4 are proven), making Promotion the variable with the most comprehensive impact in this model. Third, simultaneously, interactivity and promotion are proven to influence purchase intention through the SOR mechanism (R5 is proven), with the model being able to explain 74.9% of the variation in purchase intention ($R^2 = 0.749$) and having strong predictive irrelevance ($Q^2 = 0.676$). Theoretically, this finding strengthens the irrelevance of the SOR model in explaining consumer behavior in the context of social commerce, especially that external stimuli (interactivity and promotion) do not always have a direct impact on behavioral responses, but are processed first through the consumer's internal psychological conditions (beliefs and attitudes). Practically, these results indicate that digital business actors, especially MSMEs in NTB, need to prioritize attractive promotional strategies (flash sales, discounts, vouchers, free shipping) as the main drivers of purchasing interest, without neglecting the development of meaningful interactivity to grow consumer trust in the long term.

This study has limitations, including the limited scope of respondents in the NTB region and the use of a purposive-snowball sampling method that has the potential to limit the generalizability of the results. Further research is recommended to expand the scope of the region and sample, and consider additional variables such as streamer credibility or stream experience to enrich the understanding of consumer behavior in live streaming e-commerce.

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