

ABSTRACT

This study aims to analyze the impact of live video streaming interaction on consumer purchase intention, with product uncertainty and positive word-of-mouth recommendations as intervening variables. The phenomenon under study is the increasing use of live streaming features on the TikTok platform, which has become one of the popular marketing strategies, particularly for selling products directly to consumers through live broadcast sessions. This phenomenon is rapidly growing in Indonesia, where many TikTok users are involved in purchasing products that are promoted and distributed through live streaming, including beauty products, fashion, and electronics.

This research adopts a quantitative approach with a non-probability sampling technique, consisting of purposive sampling and convenience sampling. The sample used in this study comprises 113 respondents, who are TikTok users in Indonesia that have made purchases through the live streaming feature. Data was collected via a questionnaire distributed through social media and analyzed using the Structural Equation Modeling (SEM) method with the aid of AMOS software.

The results of the study show that live video streaming interaction has a positive and significant effect on product uncertainty, and product uncertainty has a positive and significant effect on positive word-of-mouth recommendations. Furthermore, live streaming interaction, product uncertainty, and positive word-of-mouth recommendations all have a positive and significant effect on consumer purchase intention. The theoretical and practical implications of this study provide insights for businesses and marketers on how to effectively utilize live streaming features as a digital marketing strategy and to understand consumer behavior, which can maximize consumer purchase intention.

Keywords : *Live Streaming Video Interaction, Product Uncertainty, Positive Word-Of-Mouth, Purchase Intention.*