

ABSTRACT

This study aims to examine and analyze the influence of live streaming on purchasing decisions and trust, as well as the influence of trust on purchasing decisions for Glad2glow products among Generation Z followers of the TikTok account @glad2glow_id. Purposive sampling was used to select 140 respondents, each with the following criteria: (1) Followers of the TikTok account @glad2glow_id (2) Aged 13-28 years or Generation Z (3) Have purchased Glad2glow products through live streaming on the TikTok account @glad2glow_id (4) Have watched live streaming on TikTok @glad2glow_id. The data analysis technique used in this study was PLS-SEM (Partial Least Square - Structural Equation Model) analysis with the SmartPLS program, and a questionnaire was used as a data collection technique. The results showed that live streaming had a positive and significant effect on purchasing decisions, trust had a positive and significant effect on purchasing decisions, and live streaming had a positive effect on trust.

Keywords: live streaming, purchasing decisions, trust

