ABSTRACT

The development of live streaming commerce in Indonesia has grown rapidly, particularly through the TikTok Shop feature, which recorded a Gross Merchandise Value (GMV) of approximately USD 6.2 billion in 2024 and grew by 39% year-on-year, making Indonesia the second-largest TikTok Shop market in the world after the United States. However, the effectiveness of this strategy is not always directly proportional to sales outcomes, so attention needs to be directed toward the formation of brand reputation as a long-term asset, rather than merely short-term purchase intention. Prior research has rarely positioned brand reputation as a dependent variable in the context of live streaming commerce, and studies examining the simultaneous dual mediating roles of brand trust and brand attitude remain limited particularly within the context of TikTok Shop Indonesia. This study aims to analyze the influence of host credibility and perceived informativeness on brand reputation, both directly and through the mediation of brand trust and brand attitude.

This study employs a quantitative approach involving 170 TikTok users in Indonesia aged at least 17 years who had watched TikTok Shop live streaming within the past three months, selected through a non-probability purposive sampling technique. Primary data were collected through an online questionnaire using a 1–10 semantic differential scale, then analyzed using Structural Equation Modeling
(SEM) with AMOS 24 software.

The results show that host credibility and perceived informativeness have a significant positive effect on both brand trust and brand attitude, and brand trust also has a significant positive effect on brand attitude. With respect to brand reputation, only perceived informativeness and brand attitude have a significant direct effect, while host credibility and brand trust do not have a significant direct effect, however both still contribute indirectly through brand attitude. These findings indicate that heuristic cues such as host credibility must first be internalized by consumers before they affect reputation, whereas substantive information can shape reputation more directly. This study offers implications for companies in designing live streaming strategies: present complete and substantive product information and manage consumer attitudes consistently over the long term, rather than relying solely on host popularity.

Keywords: Host Credibility, Perceived Informativeness, Brand Trust, Brand Attitude, Brand Reputation.