The Influence of Live Streaming and Online Customer Reviews on Purchasing Decisions at Tiktok Shop Through Customer Trust in Medan City Private University Students

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ARTICLE INFORMATION

ABSTRACT

The aim of this research is to determine the influence of live streaming and online customer reviews on purchasing decisions at the Tiktok Shop through customer trust in private university students in Medan City, both directly and indirectly. This research uses a quantitative approach and statistical analysis, namely the Partial Least Squares – Structural Equestion Model (PLSSEM) which aims to carry out path analysis with latent variables. The research results show that Live Streaming has a positive and significant effect on purchasing decisions. Live Streaming has a positive and significant effect on Consumer Confidence. Online Customer Reviews have a positive and significant effect on Purchasing Decisions. Online Customer Reviews have a positive and significant effect on Consumer Trust. Consumer Trust has a positive and significant effect on Purchasing Decisions. Consumer Trust does not mediate the influence of Live Streaming on Purchasing Decisions. Consumer Trust does not mediate the influence of Online Customer Reviews on Purchasing Decisions.

Keywords: Live Streaming, Online Customer Reviews, Consumer Trust, Purchase Decisions.

INTRODUCTION

In the current era of globalization, there are many changes and advances in the modern business world, changes can be seen in people's mindsets, technological advances, and also in lifestyle itself. Likewise, the internet has had a positive impact in the world of business and marketing. Many people today use the internet as a marketing medium, especially in buying and selling, trading and as a means of carrying out transactions in a wide business network that is not limited by place and time.

The increasing number of internet users currently creates very profitable market opportunities for e-commerce industry players. It's not surprising that currently lots of e-commerce and marketplaces are popping up. Business people make sales through social media and other online shop applications. With the existence of marketplaces, e-commerce and online stores, people do not need to spend a lot of time shopping for home needs or personal needs outside the home because these needs can be ordered through the marketplace, e-commerce and online stores just by using the internet. So many people understand and are educated about how to use these online shopping applications that companies in Indonesia are starting to grow rapidly. This is proven by the many new online business programs such as Jd Id, Lazada, Tokopedia, Zalora, Shopee, Bukalapak, Akulaku, Blibli.Com, Olx.Com, Grab Mart, Go Mart, Tiktok shop and many other official accounts that easy to find. according to consumer desires and needs. According to the Statista report regarding e-commerce user data in Indonesia, e-commerce users in Indonesia are expected to increase to 189.6 million users by 2024. Since 2017, there have been 70.8 million e-commerce users and the number continues to increase every year. In 2018, there were 87.5 million e-commerce users in Indonesia. Meanwhile, in 2020 there were 129.9 million e-commerce users. In 2021 it is predicted to reach 148.9 million users, in 2022 it will reach 166.1 million users and in 2023 it will reach 180.6 million users.
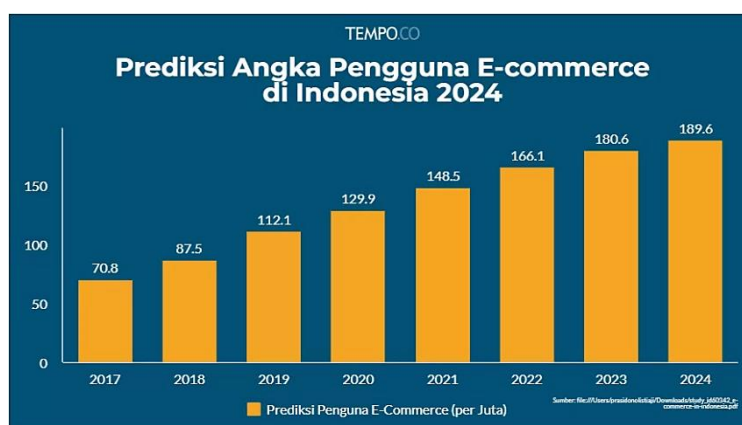

Figure 1.1 E-commerce User Data in Indonesia
Source : Tempo.co (2023)

In the current era of globalization, the online shopping trend is very popular among people who indirectly follow the increasingly developing lifestyle, starting from various kinds of goods that are easy to buy through online stores, such as fashion, food, health equipment, household necessities. and student needs. The growing presence of online stores now makes it very easy to make purchases without requiring a lot of time (Daulay, 2022).
Making a decision can be considered as the result or output of a mental or cognitive process that leads to choosing a path of action among several available alternatives (Putri et al., 2015). In the world of service marketing, decision making is the most important thing to pay attention to, whether consumers decide to use this service or

prefer to use another service, this purchasing decision has a big influence on the survival of a company.

Live streaming is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Purnawa & Indayani, 2023). To achieve the desired live streaming, quality standardization is needed. This aims to ensure that the products produced meet predetermined standards so that consumers do not lose confidence in the product in question (Rachmawati et al., 2020).

One support in purchasing decisions is online customer reviews. Online customer reviews are customer opinions expressed using online customer reviews. The most popular scale used is the comment. The more good comments consumers give, the better the product quality (Firdaus et al., 2023). Online customer reviews are also very important in buying and selling online businesses, apart from that, online buying and selling must also consider customer reviews who have purchased products in the online shop. Having good online customer reviews will make various potential new consumers buy products on marketplaces that have online customer reviews. consumers are good or satisfactory, conversely if online customer reviews are less than satisfactory it will make potential consumers less interested in buying goods in online stores (Fahmi et al., 2018) ; (Ardianti, 2019).

To make purchasing decisions, customers must pay attention to consumer trust. Currently, many companies pay little attention to consumer trust even though trust is very important for the company's interests (Daulay & Kurnia, 2023). Trust is the belief that someone will get what is expected from other people. Trust is also the foundation of business. A business transaction between two or more parties will occur if each party trusts each other. Consumer trust according to Priansa in (Daulay et al., 2024). Trust is a psychological area that is concerned with accepting what is based on expectations of good behavior from other people. 80% of reviews on e-commerce are good.

Based on the pre-research that has been carried out, it can be concluded that purchasing decisions are still not optimal, this can be seen from private university students in the city of Medan who still buy from other e-commerce because of the quality and customers. needs are only available in other e-commerce. Apart from that, customer trust is also not optimal, private university students in the city of Medan are still more confident shopping at other e-commerce sites because the quality is better maintained and the prices are in line with the products.

Live streaming helps private university students in the city of Medan to find out about the products offered, but not yet. Live streaming helps private students in the city of Medan to be more comfortable buying from other e-commerce sites. Apart from that, the Online Customer Review is still not optimal because there are still students who have not read the Online Customer Review completely so not all students buy.

LITERATURE REVIEW

Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by the seller. Buyer decisions are also influenced by their personality traits, including age, occupation, and economic circumstances. Consumer behavior will determine the decision-making process in making purchases (Fahmi, 2016). Purchasing decisions are a consumer evaluation stage in forming preferences between brands in a choice group, consumers can also form purchasing intentions to buy the most preferred brand (Astuti & Abdullah, 2017); (Nasution et al., 2024) . A purchasing decision is the selection of two or more alternative options. These decision-making actions include decisions regarding the type and benefits of the product, decisions regarding the form of the product, decisions regarding the brand, decisions regarding the quantity of the product, decisions regarding the seller and decisions regarding when to buy and how to buy it. pay (Mokodompit et al., 2022).

Currently, many companies pay little attention to consumer trust, even though trust is very important for the company's interests. Trust is the belief that someone will get what is expected from other people. Trust is also the foundation of business. A business transaction between two or more parties will occur if each party trusts each other. According to (Mokodompit et al., 2022), consumer trust is a psychological area which is a concern for receiving what is based on expectations of good behavior from other people.

According to (Bahrudin & Zuhro, 2015), consumer trust is all the knowledge that consumers have and all the conclusions that consumers draw regarding objects, attributes and benefits. Objects can be products, people, companies, and anything a person believes and reacts to. According to (Kotler & Keller, 2016). Trust is a company's willingness to rely on its business partners. Trust depends on a number of interpersonal and interorganizational factors, such as competence, enterprise, integrity, honesty, and kindness.

Live streaming video is a feature that is widely used as a means to promote and interact with potential consumers directly, apart from that, sellers can also immediately see how many viewers there are, it is easy to use, can be forwarded or broadcast so the video will be interesting. saved automatically on the seller's social media timeline so that consumers who don't have time to see the promotion when it airs can see the sales promotion at any time. With the addition of this feature, consumers prefer to buy goods on social media rather than going to shopping places because they feel safer and save money during large-scale social restrictions. However, buyers will usually be very interested in seller promotions if there are more viewers and product reviews that have a good reputation (Faradiba & Syarifuddin, 2021).

Online customer reviews are a form of Electronic Word of Mouth (EWOM) which refers to content posted by users online or on third-party websites (Assauri, 2018). Online customer reviews are part of Electronic Word of Mouth (EWOM), which is a direct opinion from someone and not an advertisement. Online customer reviews are one of several factors that determine a person's purchasing decision (Dewi et al., 2021).

RESEARCH METHODS
The approach in this research is to use an associative approach. According to (Juliandi et al., 2015) the associative approach is a research approach where the researcher aims to analyze the problem of the relationship between one variable and other variables. This research uses a quantitative approach and path analysis. Which describes and summarizes various conditions, situations and variables, while path analysis is often called second generation multivariate analysis. Data analysis is quantitative/statistical in nature with the aim of testing predetermined hypotheses.
The population in this study were all students from Medan Area University, Prima Indonesia University, Potential Main University and Dharmawangsa University who were Tiktok shop users who had made at least 3 purchases. The minimum sample required in this research is 96 respondents and the author rounded up the sample to 100 students.

RESULTS
Measurement Model Analysis (Outer Model)
Establishing Reliability and Validity
Convergent validity
The convergent validity of the measurement model with the reflective indicator model is assessed based on the correlation between the item score or component score and the construct score on the loading factor calculated using PLS. A reflective measure is said to be high if it correlates more than 0.5 with the construct to be measured. The following is an image of the SEM PLS model calculation results.
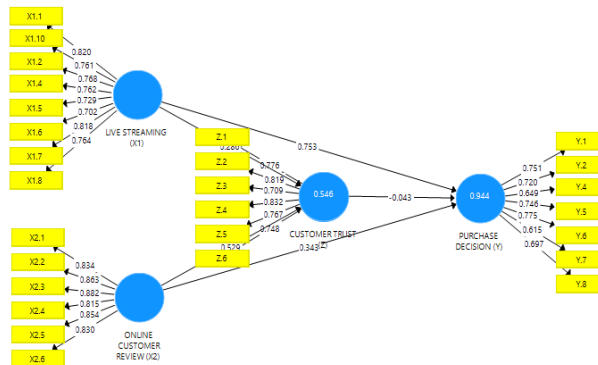

Figure 1. Inner and Outer Models of Standard Loading Factors

There are 8 construct indicators in the Purchasing Decision variable. Based on the results of data analysis, convergent validity values were obtained through factor loadings in the table below:

Table 1. Purchasing Decisions Convergent Validity

Indicator	*Loadig Factor*	*Rule of Thumb*	Information
Y1	0.751	0.50	Legitimate
Y2	0.720	0.50	Legitimate
Y4	0.649	0.50	Legitimate
Y5	0.746	0.50	Legitimate
Y6	0.775	0.50	Legitimate
Y7	0.615	0.50	Legitimate
Y8	0.697	0.50	Legitimate

Source: SmartPLS 3 Data Processing Results (2023)
There are 6 construct indicators in the Purchasing Decision variable. Based on the results of data analysis, convergent validity values were obtained through factor loadings in the table below:
Table 2. Convergent Validity of Customer Trust

Indicator	*Loadig Factor*	*Rule of Thumb*	Information
Z1	0.776	0.50	Legitimate
Z2	0.819	0.50	Legitimate
Z3	0.709	0.50	Legitimate
Z4	0.832	0.50	Legitimate
Z5	0.767	0.50	Legitimate
Z6	0.748	0.50	Legitimate

Source: SmartPLS 3 Data Processing Results (2023)
There are 10 construct indicators in the Live Streaming variable. Based on the results of data analysis, convergent validity values were obtained through factor loadings in the table below:

Table 3. Live Streaming Convergent Validity

Indicator	*Loadig Factor*	*Rule of Thumb*	Information
X1.1	0.820	0.50	Legitimate
X1.2	0.761	0.50	Legitimate
X1.4	0.768	0.50	Legitimate
X1.5	0.762	0.50	Legitimate
X1.6	0.729	0.50	Legitimate
X1.7	0.702	0.50	Legitimate
X1.8	0.818	0.50	Legitimate
X1.10	0.764	0.50	Legitimate

Source: SmartPLS 3 Data Processing Results (2023)

There are 6 construct indicators in the Online Customer Review variable. Based on the results of data analysis, convergent validity values were obtained through factor loadings in the table below:

Table 4. Online Customer Reviews Convergent Validity

Indicator	*Loadig Factor*	*Rule of Thumb*	Information
X2.1	0.834	0.50	Legitimate
X2.2	0.863	0.50	Legitimate
X2.3	0.882	0.50	Legitimate
X2.4	0.815	0.50	Legitimate
X2.5	0.854	0.50	Legitimate
X2.6	0.830	0.50	Legitimate

Source: SmartPLS 3 Data Processing Results (2023)

Composite Reliability

The statistics used in composite reliability or construct reliability are composite reliability values above 0.6, which indicates that the construct has high reliability or dependability as a measuring tool. A limit value of 0.6 and above means acceptable and above 0.8 and 0.9 means very satisfactory.

Table 5. Composite Reliability Results

	Composite Reliability
Customer Trust (Z)	0.901
Purchase Decision (you)	0.876
Live Streaming (X1)	0.919
Online Customer Reviews (X2)	0.938

Source: SmartPLS 3 Data Processing Results (2023)

The conclusions from composite reliability testing are as follows:
1) The Customer Trust variable is reliable because the composite reliability value of Customer Trust is 0.901 > 0.6.
2) The Purchasing Decision variable is reliable because the Purchasing Decision composite reliability value is 0.876 > 0.6.
3) The Live Streaming variable is reliable because the Live Streaming composite reliability value is 0.919 > 0.6.
4) The Online Customer Review variable is reliable because the composite reliability value of Online Customer Review is 0.963 > 0.6.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) describes the amount of variance that can be explained by an item compared to the variance caused by measurement error. The standard is if the AVE value is above 0.5 then it can be said that the construct has good convergent validity. This means that the latent variable on average is able to explain more than half of the variance of the indicators.

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Table 6. Average Variance Extracted (AVE) Results

	Average Variance Extracted
Customer Trust (Z)	0.602
Purchase Decision (you)	0.504
Live Streaming (X1)	0.587
Online Customer Reviews (X2)	0.717

Source: SmartPLS 3 Data Processing Results (2023)

The conclusions from the Average Variance Extracted test are as follows:
1) The Customer Trust variable is reliable, because the AVE value of Customer Trust is 0.602 > 0.5.
2) The Purchase Decision variable is reliable, because the Purchase Decision AVE value is 0.504 > 0.5.
3) The Live Streaming variable is reliable, because the Live Streaming AVE value is 0.587 > 0.5.
4) The Online Customer Review variable is reliable, because the AVE Online Customer Review value is 0.717 > 0.5.

Discriminant Validity
Discriminant validity is the extent to which a construct is truly different from other constructs (the construct is unique). The best new measurement criterion is to look at the heretroit-monotrait ratic (HTMT) value. If the HTMT value is <0.90 then a construct has good discriminant validity (Juliandi, 2018).

Table 7. Discriminant Validity Results

	Discriminant Validity			
	Customer Trust (Z)	*Purchase Decision* (you)	*Live Streaming* (X1)	*Online Customer Reviews* (X2)
Customer Trust (Z)				
Purchase Decision (you)	0.777			
Live Streaming (X1)	0.684	1,071		
Online Customer Reviews (X2)	0.781	0.900	0.669	

Source: SmartPLS 3 Data Processing Results (2023)

The conclusions from the heretroit – monotroit ratio test (HTMT) are as follows:
a) The variable Customer Trust in Purchasing Decisions has an htmt value of 0.777 <0.90, meaning that the discriminant validity is good, or is completely different from other constructs (the construct is unique).
b) The Customer Trust variable in Live Streaming has an htmt value of 0.684 < 0.90, meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).
c) The Online Customer Review Customer Trust variable has an htmt value of 0.781 < 0.90, meaning that the discriminant validity is good, or is completely different from other constructs (the construct is unique).
d) The Live Streaming Purchase Decision variable has an htmt value of 1.071 < 0.90, meaning that the discriminant validity is good, or very different from other constructs (the construct is unique).

e) The Customer Review Online Purchase Decision variable has an HMT value of 0.900 < 0.90, meaning that the discriminant validity is good, or is completely different from other constructs (the construct is unique).

f) The Live Streaming Online Customer Review variable has an htmt value of 0.669 < 0.90, meaning that the discriminant validity is good, or is completely different from other constructs (the construct is unique).

Structural Model Analysis (Inner Model
Path Coefficient
Seeing the significance of the influence between constructs can be seen from the path coefficient. The sign of the path coefficient must be in accordance with the hypothesized theory. To assess the significance of the path coefficient, it can be seen from the test (critical ratio) obtained from the bootstrapping process (resampling method).

R- Square
R-Square is a measure of the proportion of variation in variable values that is influenced (endogenous) and can be explained by the variables that influence it (exogenous). This is useful for predicting whether the model is good or bad (Juiandi, 2018). The R-Square criteria according to (Juliandi, 2018) are as follows:
(1) If the R2 value (adjusted) = 0.75, it means the model is substantial (strong).
(2) If the R2 value (adjusted) = 0.50, it means the model is medium.
(3) If the R2 value (adjusted) = 0.25, it means the model is weak (bad).

Table 8. R-Box

	R-Square	**Adjustable R-Square**
Customer Trust (Z)	0.546	0.536
Purchase Decision (you)	0.944	0.942

Source: SmartPLS 3 Data Processing Results (2023)

1) Variable Z (Customer Trust) has an Adjusted R-Square value of 0.536, meaning that the ability of variable X1 (Live Streaming) is moderate.

2) Variable Y (Purchase Decision) has an Adjusted R-Square value of 0.942, meaning that the ability of variable X1 (Live Streaming) is quite large (strong).

F-Square
F-Square is a measure used to assess the relative impact of an influencing variable (exogenous) on the influenced variable (endogenous). Changes in the R2 value when certain exogenous variables are removed from the model can be used to evaluate whether the omitted variables have a substantive impact on the endogenous construct (Juliandi, 2018). The F Square criteria according to (Juliandi, 2018) are as follows:
1) If the F2 value = 0.02, it means that the exogenous variable has little influence on the endogenous variable.
2) If the F2 value = 0.15, it means that the exogenous variable has a moderate/severe effect on the endogenous variable.
3) If the F2 value = 0.35, it means that the exogenous variable has a big influence on the endogenous variable.

Table 8. F-Square

	F-Square			
	Customer Trust (Z)	*Purchase Decision* (you)	*Live Streaming* (X1)	*Online Customer Reviews* (X2)
Customer Trust (Z)		0.015		

Purchase Decision (you)				
Live Streaming (X1)	0.112	5,673		
Online Customer Reviews (X2)	0.385	0.946		

Source: SmartPLS 3 Data Processing Results (2023)

1. The influence of variable Z (Customer Trust) on Y (Purchasing Decision) has an F-Square value of 0.015, meaning that there is a small influence of variable Z on Y.
2. The influence of variable X1 (Live Streaming) on Z (Customer Trust) has an F-Square value of 0.112, meaning that there is a moderate/severe influence of variable X1 on Z.
3. The influence of variable X1 (Live Streaming) on Y (Purchase Decision) has an F-Square value of 5.673, meaning that there is a large influence of variable X1 on Y.
4. The influence of variable X2 (Online Customer Review) on Z (Customer Trust) has an F-Square value of 0.385, meaning that there is a large influence of variable X2 on Z.
5. The influence of variable X2 (Online Customer Review) on Y (Purchasing Decision) has an F-Square value of 0.946, meaning that there is a large influence of variable X2 on Y.

Immediate Effect
The purpose of direct influence analysis is useful for testing the hypothesis that there is a direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018). Probability/significance value (P-Value):
- If P-Value < 0.05 then it is significant.
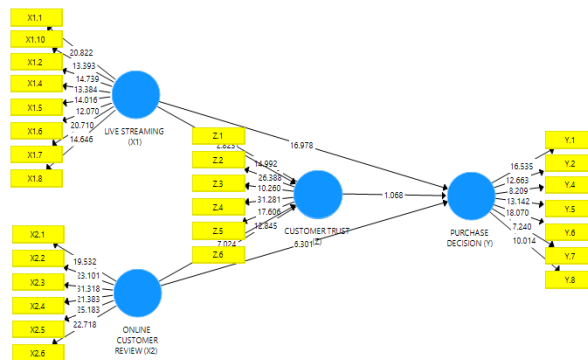- If the P-Value value is > 0.05 then it is not significant.

Figure 2. Results after Bootstrapping

Table 9. Direct Effect

	Original Sample (0)	Sample Means (M)	Standard Deviation (STDEV)	T statistics (|0/STERR|)	P-value

Customer Trust (Z) -> Purchase Decision (Y)	-0.043	-0.039	0.034	1,271	0.207
Live Streaming (X1) -> Customer Trust (Z)	0.286	0.296	0.109	2,627	0.010
Live Streaming (X1) -> Purchase Decision (Y)	0.753	0.758	0.050	14,952	0,000
Online Customer Reviews (X2) -> Customer Trust (Z)	0.529	0.513	0.079	6,720	0,000
Online Customer Reviews (X2) -> Purchase Decision (Y)	0.343	0.332	0.055	6,193	0,000

Source: SmartPLS 3 Data Processing Results (2023)

The conclusion from the direct effect values in the table above is as follows:
1) The variable Customer Trust in Purchasing Decisions has a path coefficient value of -0.362 and a P-Value of 0.207 (<0.05), meaning it has no effect.
2) The Live Streaming variable on Customer Trust has a path coefficient value of 0.286 and a P-Value of 0.010 (<0.05), meaning it has a positive and significant influence.
3) The Live Streaming variable on Purchasing Decisions has a path coefficient value of 0.753 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.
4) The Online Customer Review variable on Customer Trust has a path coefficient value of 0.529 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.
5) The Online Customer Review variable on Purchasing Decisions has a path coefficient value of 0.343 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.

Indirect Effects
Indirect influence analysis is useful for testing the hypothesis that there is an indirect influence of an influencing variable (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (mediator variable). Criteria:
1) If the P-Value value is <0.05 then it is significant. This means that the mediator variable mediates the influence of the exogenous variable on the endogenous variable. In other words, the effect is indirect.
2) If the P-Value value is > 0.05 then it is not significant. This means that the mediator variable does not mediate the influence of the exogenous variable on the endogenous variable. In other words, the influence is direct (Juliandi, 2018).

Table 10. Indirect Effects

	Original Sample (0)	Sample Means (M)	Standard Deviation (STDEV)	T statistics (|0/STERR|)	P-value
Live Streaming (X1) -> Customer Trust (Z) -> Purchase Decision (Y)	-0.012	-0.012	0.012	0.997	0.321

Online Customer Reviews (X2) -> Customer Trust (Z) -> Purchase Decision (Y)	-0.023	-0.020	0.018	1,282	0.203

Source: SmartPLS 3 Data Processing Results (2023)

The conclusion of the indirect influence value in the table above is as follows:
1) The indirect effect of the Live Streaming variable on Purchasing Decisions through Customer Trust is -0.012 with a P-Value of 0.321 <0.05, so Customer Trust does not mediate the influence of Live Streaming on Purchasing Decisions.
2) The indirect effect of the Online Customer Review variable on Purchasing Decisions through Customer Trust is -0.023 with a P-Value of 0.203 <0.05, so Customer Trust does not mediate the influence of Online Customer Reviews on Purchasing Decisions.

DISCUSSION
The Influence of Live Streaming on Purchasing Decisions
Based on the results of the Direct Effect test carried out on the Live Streaming Variable on Purchasing Decisions, it has a path coefficient value of 0.753 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.
Live streaming really helps consumers to clearly understand the product they are going to buy, besides that it can attract consumer interest. Live streaming is the ability of a product to fulfill its function. Live streaming includes durability, capability, comfort and other attributes that have value from a product (Arianty et al., 2016).
(Astuti & Abdullah, 2017), (Gultom, 2017), (Lubis, 2015), (Fahmi, 2016) concluded that partially live streaming has a positive and significant effect on purchasing decisions.

The Effect of Live Streaming on Customer Trust
Based on the results of the Direct Effect test carried out on the Live Streaming variable on Customer Trust, it has a path coefficient value of 0.286 and a P-Value of 0.010 (<0.05), meaning it has a positive and significant influence.
Live streaming makes consumers believe what is being sold and who the seller is. Many social media applications such as Shopee, Instagram and e-commerce, one of which is Tiktok, have created a live streaming feature.
(Prabowo, 2008) and (Kurniawan & Brian, 2022) concluded that live streaming has an effect on customer trust. Apart from that, research conducted (Kurniawan & Brian, 2022) states that live streaming has an effect on customer trust.

The Influence of Online Customer Reviews on Purchasing Decisions
Based on the results of the Direct Effect test carried out on the Online Customer Review variable on Purchasing Decisions, it has a path coefficient value of 0.343 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.
Online customer reviews for today's consumers are not only an option that needs to be considered when purchasing a product, but are also able to describe expectations for a product. Online reviews are a form of Electronic Word of Mouth (EWOM) which refers to content posted by users online or on third-party websites (Fauzi et al., 2021).
Reviews are part of Electronic Word of Mouth (EWOM), which is a direct opinion from someone and is not an advertisement. Reviews are one of several factors that determine a person's purchasing decision (Nainggolan et al., 2019).
According to (Almana et al., 2013) online consumer reviews are used as a means for consumers to search for and obtain information which will later influence purchasing decisions. Online consumer reviews also function as a decision-making tool, a feedback mechanism provided by consumers, and a recommendation system on online shopping platforms.

The Effect of Online Customer Reviews on Customer Trust
Based on the results of the Direct Effect test carried out on the Online Customer Review variable on Customer Trust, it has a path coefficient value of 0.529 and a P-Value of 0.000 (<0.05), meaning it has a positive and significant influence.
Customer Reviews are a form of feedback in the form of reviews from consumers which are usually in the form of text or writing as comments containing customer opinions or opinions based on the experience of purchasing an item or product (Mulyati & Gesitera, 2020). Therefore, with reviews, trust will arise in the minds of consumers if the product purchased is able to provide the benefits or value that consumers want for a product (Daulay & Putri, 2018)
(Woy et al., 2014) concluded that online customer reviews have a positive and significant effect on customer trust. (Muzaki, 2017) concluded that online customer reviews have a positive and significant effect on customer trust. (Wantojo, 2018) concluded that online customer reviews have a positive and significant effect on customer trust. Apart from that (Rachmawati et al., 2020) concluded that online customer reviews have a positive and significant effect on customer trust.

The Influence of Customer Trust on Purchasing Decisions
Based on the results of the Direct Effect test carried out on the variable Customer Trust in Purchasing Decisions, it has a path coefficient value of -0.362 and a P-Value of 0.207 (<0.05), meaning it has no effect.
Consumer trust in online stores is very important because this will help and make it easier for consumers to make purchasing decisions.
(Gultom et al., 2020) concluded that trust is an effective experience that plays an important role in facilitating further purchase intentions. The higher the trust in a product, the higher the consumer purchasing decision. From this trust, consumers can be interested in buying products from the company. The higher the quality of the goods provided, the stronger the consumer's purchasing decision will be.
(Cardia et al., 2019) and (Wantojo, 2018) concluded that customer trust influences purchasing decisions.

The Effect of Live Streaming on Purchasing Decisions Through Customer Trust
The indirect effect of the Live Streaming variable on Purchasing Decisions through Customer Trust is -0.012 with a P-Value of 0.321 <0.05, so Customer Trust does not mediate the influence of Live Streaming on Purchasing Decisions.
Through direct interaction with buyers, sellers can understand buyers' needs and create a better shopping experience for them. With the live streaming feature, potential buyers will get the desired product information through real-time interaction so that consumers will trust the product and create consumer interest in making purchasing decisions.
(Aditi & Hermansyur, 2018) and (Rachmawati et al., 2020) concluded that live streaming influences purchasing decisions through customer trust.

The Influence of Online Customer Reviews on Purchasing Decisions Through Customer Trust
The indirect effect of the Online Customer Review variable on Purchasing Decisions through Customer Trust is -0.023 with a P-Value of 0.203 <0.05, so Customer Trust does not mediate the influence of Online Customer Reviews on Purchasing Decisions.
Based on research conducted by (Cardia et al., 2019) and (Rachmawati et al., 2020) it was concluded that online customer reviews influence purchasing decisions through customer trust. Apart from that (Aditi & Hermansyur, 2018) concluded that online customer reviews influence purchasing decisions through customer trust.

CONCLUSION

Based on data obtained in research regarding the Influence of Live Streaming and Online Customer Reviews on Purchasing Decisions at Tiktok Stores through Customer Trust in Medan City Private University Students. The respondents in this research were 100 Medan City Private University Students, then after analysis the following conclusions can be drawn:

1. There is a positive and significant influence of Live on Purchasing Decisions.
2. There is a positive and significant influence of Live Streaming on Customer Trust.
3. There is a positive and significant influence of Online Customer Reviews on Purchasing Decisions.
4. There is a positive and significant influence of Online Customer Reviews on Customer Trust.
5. There is a positive and significant influence of Customer Trust on Purchasing Decisions.
6. Customer Trust does not mediate the influence of Live Streaming on Purchasing Decisions.
7. Customer Trust does not mediate the influence of Online Customer Reviews on Purchasing Decisions.

LIMITATIONS
Many factors influence purchasing decisions such as product quality, price, promotions and so on, but in this research the author only limits it to customer trust, live streaming, online customer reviews which will be researched on students at Medan Area University, Prima Indonesia University, and Main Potential University. and Dharmawangsa University Tiktok shop users who have made a minimum of 3 purchases.

CONFESSION

STATEMENT OF CONFLICT IN TEREST
The author has no conflict of interest in writing this article

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