



The Influence Of Parasocial Relationship, Promotion, And Perceived Usefulness On Customer Loyalty In Tiktok Livestream

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ABSTRACT

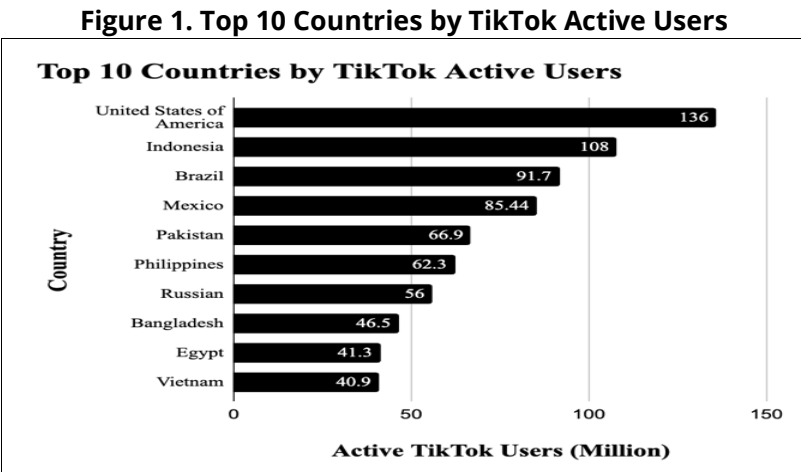
The rapid growth of social media and e-commerce has positioned TikTok as a prominent platform for livestreaming commerce, with high user engagement in Indonesia. This study aims to examine the effects of parasocial relationship, promotion, and perceived usefulness on purchase behavior and customer satisfaction, and their implications for customer loyalty within the Stimulus–Organism–Response (SOR) framework. A quantitative approach was employed using purposive sampling, involving 308 active TikTok users aged 18 years and above who had watched and purchased through TikTok livestreams. Data were collected via an online questionnaire and analyzed using Structural Equation Modeling (SEM) with AMOS Software. The findings reveal that parasocial relationship significantly influence purchase behavior, while purchase behavior and customer satisfaction have significant positive effects on customer loyalty. Promotion significantly affects customer satisfaction, whereas perceived usefulness does not.

INTRODUCTION

The dynamics of consumer-business interaction have changed dramatically due to recent developments in communication and technology. Social media and e-commerce are becoming increasingly popular, improving client engagement by enabling more effective product promotion and sales (Razafinandrasana & Tamara, 2024). Social media is no longer used solely for entertainment, rather, it has become a critical medium connecting companies, influencers, and potential consumers, ultimately driving the growth of livestreaming commerce (Vuong et al., 2025). The emergence of various e-commerce platforms, such as TikTok, Facebook, YouTube, Twitter, Taobao.com, and JD.com, has facilitated rapid access to goods via mobile devices while introducing livestreaming features (Razafinandrasana & Tamara, 2024).

TikTok advertisements were reported to reach 1.59 billion users in January 2025. This achievement confirms TikTok as one of the most popular internet services in early 2025. Overall, TikTok is projected to reach 1.94 billion global users by mid-2025, indicating that approximately 23.5% of the world's population has used the platform. This massive user base indicates TikTok's expanding influence, particularly in developing countries with high internet penetration (Dataloka.id, 2025).

Datareportal.com (2025b) published data on the top 10 countries with the most active TikTok users in January 2025, showing that the United States leads with 136 million users, followed by Indonesia with 108 million. Indonesia's position confirms that it has become the second-largest market for TikTok's global expansion.



Source: Datareportal.com (2025b)

Usage patterns of the TikTok application also demonstrate extremely high intensity. In November 2024, Android users opened the TikTok app an average of 360 times per month, or approximately 12 sessions per day. Each session lasted around 5 minutes and 49 seconds, indicating that users opened the application at least once every 90 minutes and spent nearly six minutes consuming content each time. Compared with the average human sleep duration (7–8 hours per day), these data suggest that TikTok users generally spend approximately 7% of their waking time using the application (Datareportal.com, 2025a).

Table 1. Average Amount of Time Spent on the TikTok App per Month

Country	Time Spent Using TikTok App (Hours, Minutes)
Finland	54H 37M
Bulgaria	46H 09M
Croatia	45H 35M
Chile	45H 30M
Mexico	45H 25M
Indonesia	44H 54M
Austria	43H 55M
USA	43H 53M
Malaysia	42H 44M
Romania	42H 19M

Source: Datareportal.com (2025a)

According to Table 1, TikTok users in Indonesia spent nearly 45 hours per month on the app in November 2024. With more than 100 million active users, Indonesian users allocated almost 9% of their total time during that month solely to using TikTok, positioning Indonesia as one of the most active and highly engaged markets globally.

Given these results, TikTok, a social media platform focuses on short videos, has attracted significant interest as a potential tool for companies to improve audience engagement and brand promotion through its livestreaming features (Manzil & Vania, 2023). The platform has also evolved into an e-commerce channel through TikTok Live and TikTok Shopping, creating new opportunities for businesses to reach and interact with consumers (Gesmundo et al., 2022). TikTok Shop has regained momentum in Indonesia after overcoming regulatory challenges and implementing operational adjustments. Following its temporary suspension in October 2023 due to government regulations separating social media and e-commerce activities, TikTok Shop resumed operations (KOMPAS.com, 2023). This reinstatement was supported by a strategic partnership with Tokopedia, one of Indonesia's largest e-commerce platforms, enabling TikTok Shop to re-enter the market with a more regulation-compliant business model. This collaboration aims to support micro, small, and medium enterprises (MSMEs) by providing a robust platform for promoting and selling their products online (KOMPAS.com, 2023).

However, despite TikTok's substantial potential as a live-streaming-based e-commerce platform, significant challenges have emerged regarding post-purchase consumer experiences. Sales conducted through TikTok Live streaming often result in disappointment, particularly when the visual expectations constructed during live broadcasts do not align with the actual quality of the products received. Research by Lin et al. (2018), indicates that discrepancies between product expectations and reality in livestream shopping can trigger dissatisfaction and intentions to switch to alternative platforms. Zhang et al. (2020) further note that promotional pressure and emotional interactions with hosts may distort consumers' rational judgment, thereby increasing the risk of dissatisfaction. Accordingly, this study aims to explore the factors influencing consumer purchase behavior during TikTok livestreams and analyze their implications for customer loyalty, thereby mitigating perceived dissatisfaction with livestream-based purchases.

This research is grounded in the Stimulus-Organism-Response (SOR) Model, which explains that external stimuli trigger internal states before producing behavioral responses (Jacoby, 2002; Mehrabian & Russell, 1974). In the context of TikTok livestreaming, stimuli are represented by parasocial relationship, promotion, and perceived usefulness which shape perceptions, enhance trust, and influence purchasing decisions. The internal condition, or organism, is reflected through purchase behavior and customer satisfaction, which function as critical psychological mechanisms mediating the influence of stimuli on consumer behavior, including beliefs and emotional attachment to influencers (Sokolova & Kefi, 2020). Customer loyalty then serves as the final response, reflecting continued behavioral commitment and loyalty resulting from the fulfillment of consumers' cognitive and affective aspects (Chung & Cho, 2017).

Previous studies have demonstrated that parasocial relationship and purchase behavior are significant drivers of purchasing decisions and consumer loyalty (Djafarova & Rushworth, 2017; Lou & Yuan, 2019; Sokolova & Kefi, 2020). Additionally, promotion and perceived usefulness have been shown to enhance Customer Satisfaction by delivering relevant, rich, and credible information (Jin & Xu, 2021). Nevertheless, prior research has not integrated all of these variables into a single comprehensive model to explain the formation of customer loyalty in the context of TikTok livestreaming, particularly by simultaneously integrating of parasocial relationship, promotion, perceived usefulness, customer satisfaction, and purchase behavior. To address this research gap, the novelty of this study lies in examining the effects of all these variables within a unified Stimulus-Organism-Response framework to explain how TikTok livestream stimuli influence psychological mechanisms that ultimately generate customer loyalty, an aspect that remains insufficiently explored in an integrated manner within existing literature.

LITERATURE REVIEW

Stimulus–Organism–Response Model

The Stimulus–Organism–Response (SOR) Model, developed by Mehrabian & Russell (1974) to explain how environmental stimuli (S) evoke emotional states (O), which ultimately lead to behavioral responses (R). Unlike traditional behaviorist models such as the Stimulus–Response paradigm, which views human behavior as a direct mechanical reaction to external stimuli. SOR theory incorporates a mediating layer—the organism—representing individuals' psychological, emotional, and evaluative reactions (Bu et al., 2025; Wang et al., 2025). As a result, organismic states such as arousal, ethical judgment, or cognitive evaluation are regarded as crucial filters that inputs must pass through in order to elicit behavioral responses (Li et al., 2023; Liu et al., 2023; Tian et al., 2025). Compared with other theories, such as the Theory of Planned Behavior, SOR theory provide a more comprehensive framework that accommodates affective-moral cognition and behavioral outcomes (Al Amin et al., 2021; Fayyaz et al., 2025). Thus, this theory provides broader insights into consumer behavior in complex moral situations.

The efficacy of the SOR model in explaining consumer decision-making has been confirmed by recent studies that have successfully implemented it in e-commerce situations, including online repurchase intentions and purchase behaviors (Vuong et al., 2025). Considering previous findings and the context of the present study, the SOR model serves as an appropriate theoretical foundation for analyzing how Parasocial relationship, promotion, perceived usefulness, customer satisfaction, and purchase behavior ultimately influence the formation of customer loyalty.

Research Hypotheses

The concept of parasocial relationship originates from parasocial interaction, which was initially understood as a momentary experience in which audiences felt as though they were interacting with public figures through media. However, advancements in digital technology and social media have transformed parasocial interaction into a parasocial relationship, defined as a long-term, stable, and emotionally grounded relationship between audiences and public figures or influencers. Parasocial relationships are characterized by feelings of closeness, trust, and emotional attachment that resemble real interpersonal relationships, even though they remain inherently one-sided. Unlike parasocial interactions, which are temporary, parasocial relationships evolve into enduring psychological bonds (Sheng et al., 2025).

According to Sokolova & Kefi (2020), a parasocial relationship with a social media celebrity can influence an individual's purchase behavior through trust in the celebrity. This indicates that individuals experience internalization and affectivity when motivated to purchase products. Parasocial relationships intensify when influencers disclose personal and professional information, thereby facilitating communication and interaction (Lacap et al., 2024).

Audiences are more likely to make actual purchases when they have parasocial interactions with influencers. This occurs because audiences internalize influencer recommendations as part of the perceived personal relationship. Consequently, PSR functions not only as a psychological mediator but also as a tangible driver of consumption behavior within the digital ecosystem (R. Zhang, Mercado, et al., 2025). Based on the above discussion, the following hypothesis is proposed:

H1. Parasocial relationship positively impacts purchase behavior.

Purchase Behavior reflects consumers' purchasing patterns, including frequency, intensity, and preferences for specific products or brands. It is the outcome of a complex process involving psychological factors (motivation, perception, attitudes), social factors (reference groups, culture), and economic factors (price, income). This study emphasizes that purchase

behavior is not merely an act of buying but a reflection of multidimensional interactions between consumers and their environment (Teixeira et al., 2024).

Roosta et al. (2025) in PLOS One, found that Purchase Behavior is a significant predictor of Customer Loyalty in contexts where consistent purchasing experiences strengthen long-term consumer-brand relationships. Nurhilalia & Saleh (2024) similarly demonstrated that consumer Purchase Behavior significantly influences loyalty. Consumers who consistently exhibit positive Purchase Behavior toward a brand develop emotional attachment and trust, which subsequently reinforces loyalty. This study confirms that loyalty is not formed solely by momentary satisfaction but also by consistent, repeated purchasing patterns. In other words, purchase behavior constitutes the primary foundation for building long-term relationships between consumers and brands. Based on the above discussion, the following hypothesis is proposed:

H2. Purchase behavior positively impacts customer loyalty.

According to Vuong et al. (2025), Perceived Usefulness is defined as the tangible benefits individuals perceive after using a technology or service, with greater perceived benefits leading to higher levels of Customer Satisfaction. In online buying environments, perceived usefulness plays a crucial role in maintaining client pleasure. Customers experience satisfaction when they obtain practical benefits, such as fast and easy payment processes, flexible delivery options, and simple return policies. Perceived usefulness has been shown to significantly influence customer satisfaction across various digital platforms and services (Chen, 2019; Shen et al., 2022). Numerous studies indicate that when consumers recognize the benefits of a product or service, their satisfaction increases and may even outweigh perceived risks. This relationship is evident in studies on online banking and ride-sharing services (Candrawati & Widiastuti, 2024; Tiara et al., 2024). Based on the above discussion, the following hypothesis is proposed:

H3. Perceived usefulness positively impacts customer satisfaction.

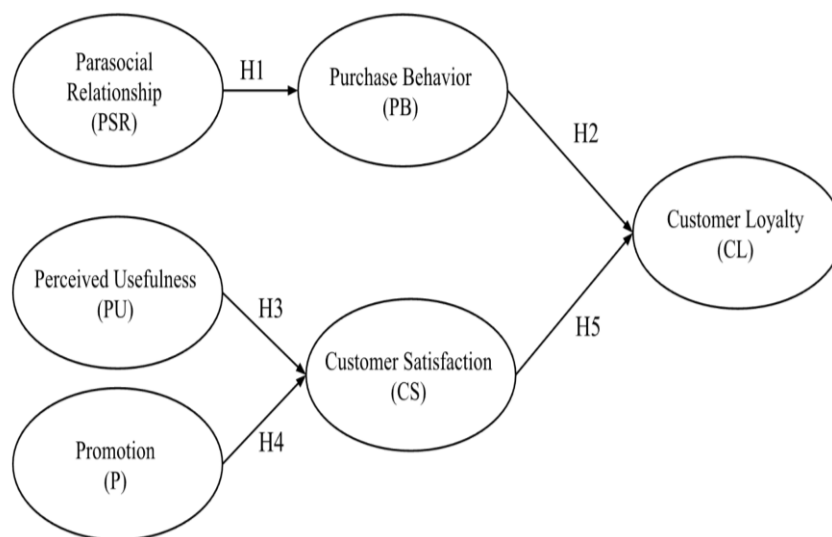
Promotion also influences Customer Satisfaction by encouraging consumers to shop online and increasing purchasing intensity on e-commerce platforms (Odunlami & Ogunsiji, 2011). Empirical findings by Kaveh et al. (2021) demonstrate that consumers who participate in promotional programs report higher satisfaction levels. Promotional activities such as discounts or incentives prompt consumers to make quicker purchasing decisions with minimal deliberation while still feeling satisfied with their choices (Wiranata, 2018). Promotion serves as both a corporate communication tool and a mechanism for influencing purchasing decisions. Khan et al. (2015) assert that successful promotional strategies enhance consumer happiness and ultimately foster customer loyalty. Based on the above discussion, the following hypothesis is proposed:

H4. Promotion positively impacts customer satisfaction.

The relationship between customer satisfaction and customer loyalty has long been examined and confirmed in the e-commerce literature (Lin & Wang, 2006). Customer Loyalty is not only a performance indicator but also a critical determinant of business success, attracting substantial scholarly attention. Firms strive to enhance customer loyalty by improving customer satisfaction, as satisfied customers are more likely to repeat purchase and show brand commitment. To motivate consumers to repeat purchasing behavior and recommend products or services to others, customer satisfaction must be enhanced during product or service usage. Based on the above discussion, the following hypothesis is proposed:

H5. Customer satisfaction positively impacts customer loyalty.

Based on the foregoing discussion, this study develops a conceptual framework integrating the SOR Model to explain how TikTok livestream stimuli influence psychological mechanisms that ultimately shape customer loyalty, as illustrated below.

Figure 2. Conceptual Framework

Source: Processed data (2025)

METHODS

Research Design and Sample

This study employed a quantitative research approach to test hypotheses regarding the relationships among variables associated with various influencing factors. Purposive sampling, a non-probability sampling technique, was used to select respondents based on the researcher's assessment of specific criteria relevant to the study's goals (Malhotra, 2010). The respondent criteria were clearly defined to ensure that selected individuals could provide accurate, contextually relevant responses.

The respondents were individuals aged 18 or older, active TikTok users, and those who had watched and made purchases through TikTok livestreams. These criteria were established to ensure that the collected data were appropriate and adequate to support valid analysis and meaningful conclusions.

Data Collection and Data Analysis Methods

Data were collected via an online questionnaire distributed via Google Forms, comprising 32 measurement items. These items were categorized as follows: 4 (four) items parasocial relationship; 5 (five) items purchase behavior; 5 (five) items perceived usefulness; 5 (five) items promotion; 6 (six) items customer satisfaction; and 7 (seven) items customer loyalty. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected responses were summarized in a respondent profile table to describe demographic characteristics. Data analysis was conducted using Structural Equation Modeling (SEM) in AMOS. Construct validity was assessed through Average Variance Extracted (AVE) and factor loadings to ensure both convergent and discriminant validity, while reliability was evaluated using Cronbach's Alpha and composite reliability. Subsequently, a Confirmatory Factor Analysis (CFA) was performed to examine the model's goodness-of-fit. Hypothesis testing was conducted with hypotheses considered supported when the p-value was less than 0.05 (Hair et al., 2014).

The data for this study were obtained through a survey of 308 respondents conducted in December 2025. The demographic characteristics of the respondents are presented in Table 2.

Table 2. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Man	142	46.10%
	Woman	166	53.90%
Age	18-23 years	74	24.03%
	24-29 years	140	45.45%
	30-35 years	70	22.73%
	More than 35 years	24	7.79%
Domicile	Java	162	52.60%
	Sumatera	52	16.88%
	Kalimantan	32	10.39%
	Sulawesi	24	7.79%
	Bali	13	4.22%
	Nusa Tenggara	16	5.19%
	Papua and Maluku Island	9	2.92%
Highest Education Completed	Senior High School or Equivalent	86	27.92%
	Diploma	34	11.04%
	Bachelor's Degree	148	48.05%
	Postgraduate Degree	40	12.99%
Job	Student	61	19.81%
	Civil Servant	27	8.77%
	Private Sector Employee	104	33.77%
	Entrepreneur	48	15.58%
	Professional Worker	33	10.71%
	Teacher/Lecturer	21	6.82%
	Homemaker	10	3.25%
	Others	4	1.30%
Monthly Income	Less than IDR1,000,000	29	9.42%
	IDR1,000,000 – 5,000,000	111	36.04%
	IDR5,000,001 – 10,000,000	101	32.79%
	IDR10,000,001 – 15,000,000	42	13.64%
	IDR15,000,001 – 20,000,000	10	3.25%
	More than IDR20,000,000	15	4.87%

Source: Processed data (2025), IBM SPSS 26

Overall, the respondents in this study represent a productive-age population with diverse educational backgrounds, occupations, and income levels. The demographic composition was predominantly female, aged 24–29 years, holding a bachelor's degree, employed in the private sector, earning a middle-income level, and primarily residing on Java Island. This diversity in respondent profiles indicates that the data collected are sufficiently representative to capture consumer perceptions and behaviors within the research context and provide moderate support for the generalizability of the study's findings.

RESULTS

Before testing the proposed theoretical hypotheses, the research instruments were evaluated for validity and reliability. In measuring a construct, validity testing assesses whether an indicator accurately reflects the construct. In contrast, reliability testing assesses the consistency and dependability of respondents' answers by evaluating the stability of the

measurement items (Hair et al., 2014). The results of the validity and reliability tests are presented in Table 3 below.

Table 3. Construct Validity, Reliability, and Descriptive Statistics

Variable	Indicators	Factor Loading > 0.5	Cronbach's Alpha > 0.6	Mean	Standard Deviation
Parasocial Relationship (Wahab et al., 2025)	PSR1 I feel that my favorite social media celebrity to be like a long-time friend.	0.650	0.632	4.153	0.923
	PSR2 If there is an article about my favorite social media celebrity in a newspaper or magazine, I will read it.	0.728			
	PSR3 When my favorite social media celebrity goes live, I feel as if they are accompanying me.	0.667			
	PSR4 I would like to face-to-face meeting with my favorite celebrity on social media.	0.717			
Purchase Behavior (Lo et al., 2025)	PB1 The content uploaded by my favorite social media celebrity makes me feel comfortable.	0.678	0.694	4.252	0.869
	PB2 I often trust the recommendations given by my favorite social media celebrity.	0.692			
	PB3 I tend to purchase products from the social commerce channel of my favorite social media celebrity.	0.679			
	PB4 I tend to prioritize products from my favorite social media celebrity's social commerce channel.	0.676			
	PB5 I intend to repurchase products from the social commerce channel of my favorite social media celebrity.	0.630			
Perceived Usefulness (Wahab et al., 2025)	PU1 Product requests and inquiries are handled promptly.	0.650	0.656	4.305	0.770
	PU2 Various payment methods are available.	0.625			
	PU3 I have access to helpful information.	0.625			
	PU4 I can shop from anywhere, anytime with TikTok livestreams.	0.645			
	PU5 Livestream sessions hosted by my favorite social media celebrity offer a variety of products that make shopping easier.	0.697			

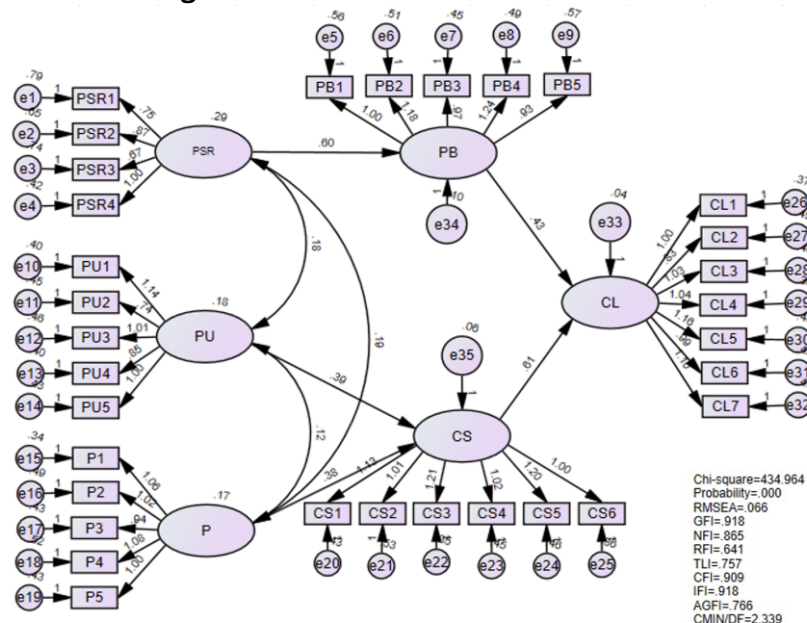
Promotions (Vuong et al., 2025)	P1	During TikTok livestreams, my favorite social media celebrity regularly offers numerous promotional deals, tempting me to buy things.	0.704	0.662	4.321	0.786
	P2	I'm drawn to promotions that are given out during TikTok livestreams.	0.609			
	P3	Promotions allow me to try products.	0.554			
	P4	Promotions enable me to purchase products at lower prices.	0.678			
	P5	Promotions encourage me to purchase more of the same product.	0.714			
Customer Satisfaction (Vuong et al., 2025)	CS1	I am happy to be able to purchase my favorite products at lower prices.	0.643	0.714	4.256	0.783
	CS2	I feel satisfied when purchasing products recommended by my favorite social media celebrity during livestreams.	0.602			
	CS3	I'm satisfied when the purchasing process runs smoothly.	0.674			
	CS4	I feel that my shopping needs are fulfilled after attending livestream sessions.	0.601			
	CS5	I'm happy with the purchases I make based on the livestreams of my favorite social media celebrities.	0.642			
	CS6	The way my favorite social media star engages with followers during livestreams is satisfactory to me.	0.693			
Customer Loyalty (Vuong et al., 2025)	CL1	I'm willing to suggest goods to friends and family that are sold during the livestreams of my favorite social media celebrities.	0.656	0.756	4.304	0.780
	CL2	I'm willing to tell my family and friends about livestream shopping events hosted by my favorite social media celebrity.	0.532			
	CL3	I'm open to telling family and friends about the goods I bought during livestreams.	0.650			
	CL4	I frequently repurchase products recommended by my favorite social media celebrity during	0.662			

	livestreams.	
CL5	I frequently repurchase products through livestream channels hosted by my favorite social media celebrity.	0.655
CL6	When considering product purchases, I prioritize buying from channels that conduct livestreams featuring my favorite social media celebrity.	0.621
CL7	When considering product purchases, I prioritize buying through livestream channels hosted by my favorite social media celebrity.	0.681

Source: Processed data (2025), AMOS 26

Based on the results presented in Table 3, the measurement model meets the required criteria. All factor loading values exceed the minimum threshold of 0.50, and Cronbach's Alpha values for all constructs are above the acceptable limit of 0.60. These findings indicate that all indicators are valid in representing their respective constructs and that the measurement instruments demonstrate adequate reliability. Consequently, the model is deemed suitable for further analysis, including the evaluation of overall model fit and hypothesis testing. Therefore, the analysis proceeds to the next stage, namely the assessment of model fit through goodness-of-fit testing, prior to applying the Structural Equation Model (SEM) for hypothesis evaluation.

Figure 3. SEM AMOS 26 Research Model



Source: Processed data (2025), AMOS 26

The model fit evaluation results, which are a precondition for SEM hypothesis testing, are shown in Figure 3. The AMOS structural equation modeling approach was used in this multivariate data analysis to investigate the causal relationships among the research variables.

Investigating the direct and indirect effects between the suggested constructs is the main goal of SEM analysis in this study. The results of the goodness of fit evaluation are presented in Table 4.

Table 4. Goodness of Fit Test Results

Type Measurement	Measurement	Model Fit Decisions	Results Processed	Decision
Absolute fit measures	Chi-square	Between 0 to 2	434.964	Poor Fit
	Sig.Probability	≥ 0.05	0.000	Poor Fit
	RMSEA	≤ 0.08	0.660	Poor Fit
	GFI	≥ 0.90	0.918	Good Fit
Incremental fit measures	NFI	≥ 0.90	0.865	Poor Fit
	RFI	≥ 0.90	0.641	Poor Fit
	TLI	≥ 0.90	0.757	Poor Fit
	CFI	≥ 0.90	0.909	Good Fit
	IFI	≥ 0.90	0.918	Good Fit
Parsimonius fit measures	AGFI	$\leq$ GFI	0.766	Good Fit
	CMIN/DF	Between 1 to 5	2.339	Good Fit

Source: Processed data (2025), AMOS 26

Based on the goodness-of-fit test results presented in Table 4, several model fit indices meet the recommended criteria for good fit, including GFI, CFI, IFI, AGFI, and CMIN/DF. Although certain indices, such as Chi-square, RMSEA, NFI, RFI, and TLI, indicate marginal or poor fit, this outcome is commonly observed in complex SEM models with large sample sizes. Following the goodness-of-fit evaluation approach, which emphasizes the use of multiple fit indices rather than reliance on a single statistic, the overall model fit is acceptable. Therefore, the proposed research model is deemed adequate and may proceed to the hypothesis-testing stage.

Hypothesis testing represents the final stage of the data analysis process. The results of the hypothesis testing are presented in Table 5.

Table 5. Hypothesis Testing Results

	Hypothesis				Estimate	P-Value	Conclusion
H1	Parasocial Relationship	positively	impacts		0.690	0.000	Accepted
H2	Purchase Behavior	positively	impacts	customer loyalty	0.600	0.000	Accepted
H3	Perceived usefulness	positively	impacts	customer satisfaction.	0.075	0.403	Rejected
H4	Promotion Satisfaction	positively	impacts	Customer	0.490	0.000	Accepted
H5	Customer Satisfaction	positively	impacts	Customer Loyalty	0.359	0.014	Accepted

Source: Processed data (2025), AMOS 26

DISCUSSION

H1: Parasocial relationship positively impacts purchase behavior

The results indicate that Parasocial Relationship has a positive and significant effect on Purchase Behavior (P-value = 0.000, Estimate = 0.690). Yuan & Lou (2020) explain that parasocial relationships are formed when audiences perceive emotional closeness with influencers, despite

the one-sided nature of the relationship. This perceived intimacy facilitates greater acceptance of product recommendations, as influencers are viewed as trustworthy figures who are relevant to followers' personal lives. The stronger the parasocial relationship, the greater the consumers' intention to purchase products promoted by influencers.

Furthermore, Huang & Mohamad (2025) found that parasocial interaction in the context of livestream commerce creates a sense of intimacy resembling real interpersonal relationships. This condition encourages impulsive purchasing behavior, as consumers perceive that the host understands their personal needs and preferences. This study reinforces the notion that parasocial interaction not only enhances trust but also strengthens emotional impulses that directly influence purchase behavior.

H2: Purchase behavior positively impacts customer loyalty

The results show that Purchase Behavior has a positive and significant effect on Customer Loyalty (P-value = 0.000, Estimate = 0.600). Shi et al. (2023) emphasize that consistent purchasing behavior enhances loyalty through perceived value. Consumers who make repeat purchases tend to develop stronger trust in a brand, as positive past experiences reduce the perceived risk of switching to competitors. Consistent purchase behavior reinforces emotional attachment and increases the likelihood of long-term loyalty.

Additionally, Roosta et al. (2025) assert that purchase behavior in the context of omnichannel retailing is a key predictor of customer loyalty. Their study demonstrates that frequent interactions and purchases significantly strengthen loyalty, particularly when the shopping experience delivers consistent added value. Similarly, Mofokeng (2021) highlights that online shopping attributes, such as information quality and overall e-commerce experience, contribute substantially to customer satisfaction and loyalty.

H3: Perceived usefulness positively impacts customer satisfaction

The results reveal that Perceived Usefulness does not have a significant effect on customer satisfaction (P-value = 0.403, Estimate = 0.075). Nuralam et al. (2024) found that while perceived usefulness influences repurchase intention, its effect on satisfaction is relatively weak. Consumers are more strongly influenced by emotional experiences and social interactions than by technical convenience or functional benefits alone. These findings suggest that in the context of livestream commerce, which is inherently social and entertainment-oriented, customer satisfaction is not solely determined by functional usefulness.

Supporting this conclusion, R. Zhang, Zhou, et al. (2025) reported that perceived usefulness significantly affects purchase intention in mobile shopping contexts. In contrast, customer satisfaction is more strongly shaped by hedonic value, such as enjoyment, comfort, and visual experience. Within the TikTok Shop environment, elements such as host interaction, dynamic product displays, and the overall atmosphere of live broadcasts play a dominant role in shaping satisfaction. This indicates that the Technology Acceptance Model (TAM) should be integrated with a hedonic consumption perspective to comprehensively understand customer satisfaction in livestream commerce.

H4: Promotion positively impacts customer satisfaction

The results demonstrate that Promotion has a positive and significant effect on customer satisfaction (P-value = 0.000, Estimate = 0.490). Sufa et al. (2024) emphasize that well-designed promotional strategies can influence purchase decisions by creating a sense of urgency and exclusivity. Consumers who receive promotional offers tend to report higher satisfaction levels because they perceive greater value compared to standard pricing.

Similarly, Lin et al. (2018) found that effectively communicated digital promotions through social media and e-commerce platforms directly contribute to customer satisfaction. Their study highlights that visual appeal, limited time offers, and interactive promotional

elements enhance perceived value and shopping experience. Lee et al. (2022) further argue that consistent, relevant promotional strategies strengthen loyalty by fostering repeated satisfaction, as customers feel appreciated when receiving exclusive offers rather than merely benefiting from lower prices.

H5: Customer satisfaction positively impacts customer loyalty

The results indicate that Customer Satisfaction has a positive and significant effect on customer loyalty (P-value = 0.014, Estimate = 0.359). According to this research, long-term loyalty to a brand or platform is mostly dependent on consumer pleasure. Mittal et al. (2023) similarly report that customer satisfaction consistently enhances loyalty and financial performance, showing that even a one-unit increase in satisfaction can lead to significant improvements in customer retention and lifetime value.

In the context of livestream commerce, Ye et al. (2023) demonstrate that satisfaction derived from real-time interaction, trust in the host, and enjoyable visual experiences directly influences customer loyalty. Satisfied consumers are more likely to engage in repeat purchases and recommend the platform to others. G. Wang & Karia (2024) also emphasize that in e-commerce environments, satisfaction remains a primary determinant of loyalty, particularly when supported by service personalization and consistent quality.

CONCLUSION

Based on the hypothesis testing results, this study demonstrates that most of the relationships among the examined variables are statistically significant. The results show that parasocial relationship have a positive and significant effect on purchase behavior, indicating that consumers are more likely to make purchases when they have stronger emotional and psychological ties to livestream presenters or influencers. Furthermore, purchase behavior is found to have a positive and significant effect on customer loyalty, underscoring the crucial role of positive purchasing behavior in building long-term customer loyalty. Promotion also shows a positive and significant effect on customer satisfaction, indicating that attractive and relevant promotional strategies effectively enhance it. However, this study finds that perceived usefulness does not significantly influence customer satisfaction. This suggests that, within the context of TikTok livestreams, the perceived usefulness of the platform or its features may not be the primary determinant of customer satisfaction, compared to promotional incentives and emotional experiences. Finally, customer satisfaction is shown to have a positive and significant effect on customer loyalty, underscoring the critical role of satisfaction derived from TikTok livestream shopping experiences in fostering long-term loyalty.

Based on the hypothesis testing results, purchase behavior exhibits the strongest direct effect on customer loyalty. This finding indicates that customer loyalty in TikTok livestream commerce is highly dependent on the firm's ability to stimulate actual purchasing behavior. Therefore, businesses should prioritize strategies that increase the intensity and consistency of purchases, such as simplifying transaction processes, delivering clear calls to action during livestreams, and offering limited-time deals that encourage immediate purchase decisions. Moreover, purchase behavior in this study is strongly influenced by parasocial relationship, which records the highest estimate among all variables in the model. This finding suggests that emotional closeness between hosts or influencers and their audiences is a fundamental driver of purchasing behavior and, ultimately, customer loyalty. Consequently, firms should carefully select and manage livestream hosts who can build authentic, personal, and responsive interactions. Creating a communicative and engaging livestream environment can foster strong social bonds that motivate purchase behavior. Additionally, customer satisfaction plays an important role in shaping customer loyalty, with satisfaction being primarily influenced by promotion. This indicates that, in the context of TikTok livestreams, promotional strategies are

critical for creating satisfying customer experiences. Therefore, companies are encouraged to design attractive, exclusive livestream promotions, such as special discounts, flash sales, or bonus products, to enhance customer satisfaction and foster long-term loyalty.

LIMITATION

This study used an online survey to collect data from TikTok livestream users in Indonesia. However, the demographic distribution of respondents was not fully balanced, as the sample was dominated by younger users and highly active TikTok users. This constraint may limit how broadly the results may can be applied, especially when the represent purchase behavior, satisfaction, and loyalty across different age groups or user characteristics. Future studies are therefore encouraged to employ more diverse and proportional sampling techniques to improve representativeness.

Furthermore, this study measured parasocial relationship, perceived usefulness, and promotion based on respondents' subjective perceptions using self-reported questionnaires, which may introduce perceptual bias and limit the ability to capture actual livestream interaction experiences. This limitation is reflected in the finding that Perceived Usefulness does not significantly affect customer satisfaction, possibly because livestream commerce emphasizes entertainment and social interaction rather than functional utility. Accordingly, future research is recommended to develop more context-specific measurement indicators for livestream e-commerce and to incorporate qualitative approaches to gain deeper insights into consumer experiences.

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