

ABSTRACT

Online shopping has become a usual thing that people do to get what they need. Nowadays, social commerce is one of many marketplaces that customers love to use when it comes to online shopping. There are a few factors that differentiate Tiktok Shop and other social commerce in Indonesia, such as how similar it is to traditional e-commerce. Customers can utilize features like live video streams, online reviews, and chat services before deciding whether to buy the product or not. This study aims to analyze the impact of live video stream, online customer review, and chat service on consumer purchase decision.

The data used in this study were collected from 123 respondents, which then were analyzed using the SEM-PLS method in SmartPLS 4.

The results of this study are: (1) live video stream and online customer review have a positive effect on consumer purchase decision; whereas (2) chat service does not have any effect on consumer purchase decision.

Keywords: *Social Commerce, Live Video Stream, Online Customer Review, Chat Service, Consumer Purchase Decision*

