



The Effect of Online Customer Reviews and Online Customer Ratings on Customer Trust, with Live Selling as a Moderating Variable, among TikTok Shop Users in Medan

Yahya Muhaimin^{1*}, Endang Sulistya Rini², Fadli³
Universitas Sumatera Utara

Corresponding Author: Yahya Muhaimin, yahyamuhaimin995@gmail.com

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ABSTRACT

This study aims to analyze the influence of Online Customer Reviews and Online Customer Ratings on Customer Trust with Live Selling as a moderating variable among TikTok Shop users in Medan City. The study used a quantitative approach with an associative method. The research sample consisted of 150 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using SEM-PLS. The results showed that Online Customer Reviews, Online Customer Ratings, and Live Selling had a positive and significant effect on Customer Trust. In addition, Live Selling was proven to be able to strengthen the influence of Online Customer Reviews and Online Customer Ratings on Customer Trust. These findings indicate that reviews, ratings, and real-time interactions through live selling play an important role in increasing consumer trust in TikTok Shop.

INTRODUCTION

E-commerce in Indonesia is experiencing rapid growth in line with increasing internet penetration and shifts in consumer behavior toward digital shopping. This phenomenon has given rise to the concept of social commerce, a combination of social activities, entertainment, and buying and selling transactions within a single platform. TikTok Shop is a prime example of social commerce, integrating video content, user interaction, and live shopping features, creating a shoppertainment experience that is increasingly popular.

As a rapidly growing platform, TikTok Shop has successfully attracted millions of users in Indonesia through various features such as product catalogs, customer reviews, product ratings, and live selling. However, in online transactions, consumers cannot see or try the products directly, creating uncertainty and risk. Therefore, consumer trust is a crucial factor in determining the success of a transaction. This trust is generally built through available information, particularly online customer reviews and ratings, which serve as reference sources before making a purchase.

In addition to reviews and ratings, the live selling feature is also a crucial element of the TikTok Shop ecosystem. Through live broadcasts, sellers can demonstrate products in real time, answer consumer questions, and provide visual verification, boosting potential buyers' confidence. This feature is considered effective in reducing consumer uncertainty and strengthening trust in both the product and the seller. Various studies have shown that reviews, ratings, and live selling positively contribute to building consumer trust in digital transactions.

Despite this, various issues remain in social commerce practices, such as fake reviews, rating manipulation, and discrepancies between advertised products and the products consumers receive. A pre-survey of TikTok Shop users in Medan also revealed lingering doubts about the honesty of reviews, the accuracy of ratings, and the suitability of products displayed during live sales. This situation suggests that consumer trust has not yet been fully established.

Based on this phenomenon, this study was conducted to analyze the influence of Online Customer Reviews and Online Customer Ratings on Customer Trust among TikTok Shop users in Medan City, with Live Selling as a moderating variable that is suspected of strengthening or weakening the relationship between the two variables and consumer trust.

LITERATURE REVIEW

Digital Marketing

Kotler & Keller (2021) define digital marketing as marketing activities that use digital technology and the internet to reach consumers. These digital media include websites, email, blogs, social media, and mobile apps as promotional channels. Within their framework, digital marketing strategies involve leveraging search engine optimization, digital content, social media, and e-commerce to build real-time consumer engagement (Kotler & Keller, 2021). Therefore, digital marketing theory emphasizes the importance of customer engagement and interactivity in the modern marketing value chain.

Social Commerce

Social commerce (s-commerce) is an evolutionary form of traditional e-commerce that massively integrates social media elements and Web 2.0 interactions into the online buying and selling transaction process. According to Hajli (2014), social commerce utilizes social features such as online communities, forums, customer reviews (Online Customer Reviews), and ratings (Online Customer Ratings) to facilitate interactions between consumers that ultimately can drive purchase intentions. In contrast to conventional e-commerce which is purely transactional and one-way, social commerce is more relational, interactive, and highly driven by User-Generated Content (UGC) (Liang & Turban, 2011).

Online Customer Review

Online customer reviews are a key manifestation of electronic word-of-mouth (eWOM), playing a vital role in shaping the landscape of modern consumer behavior (Liu et al., 2024). Conceptually, these reviews are defined as User-Generated Content (UGC) voluntarily published post-purchase to describe consumers' genuine experiences, evaluations, and opinions of a product or seller (Pratiwi, 2023; Permana & Arianty, 2025). Unlike one-sided promotions from marketers, online reviews communicate not only the rational specifications of a product but also real emotional experiences that can strengthen or undermine purchase recommendations (Mathayomchan & Taecharungroj, 2020; Santoso, 2020).

Online Customer Rating

In the e-commerce ecosystem, online customer ratings (OCRs) serve as a quantitative representation of product quality evaluations, typically visualized through a numeric star-rated scale (1 to 5). Unlike narrative reviews, which require more time to comprehend, online customer ratings serve as a visual heuristic instrument that facilitates potential buyers in instantly filtering and assessing a product's reputation. The high number of stars awarded represents the collective satisfaction level of previous consumers, which directly signals perceived quality.

Customer Trust

Customer trust is key in e-commerce transactions because consumers cannot interact directly with the product or seller. Generally, trust is defined as a consumer's belief that a seller or platform is reliable, trustworthy, and meets expectations. Morgan and Hunt (1994) define trust as a willingness to accept vulnerability based on positive expectations about another party's intentions or behavior. In the context of e-commerce, Fadilah (2023) cites Sanchez-Franco (2019) as stating that trust is a state in which consumers are willing to accept risk (vulnerability) because of the expectation of benefit from the seller's good intentions or positive behavior. In other words, consumers expect online shops to act honestly and reliably, so they are willing to make purchases even without seeing the product in person.

Live Selling

Live-stream commerce, or live-stream commerce, is an e-commerce business model that combines live streaming with interactive buying and selling activities. This feature is increasingly popular on digital platforms, including TikTok Shop. Purboyo et al. (2025) noted that live-streaming commerce is now a new phenomenon in the modern e-commerce ecosystem. This concept integrates entertainment elements with live selling: users watch presenters (influencers or sellers) explain products in real-time while interacting directly with their audience. TikTok Shop, for example, utilizes the live shopping feature combined with discount offers to create a dynamic and interactive shopping experience. Through live selling, products can be promoted in engaging ways (e.g., unboxing or live demos), thus generating high engagement among viewers.

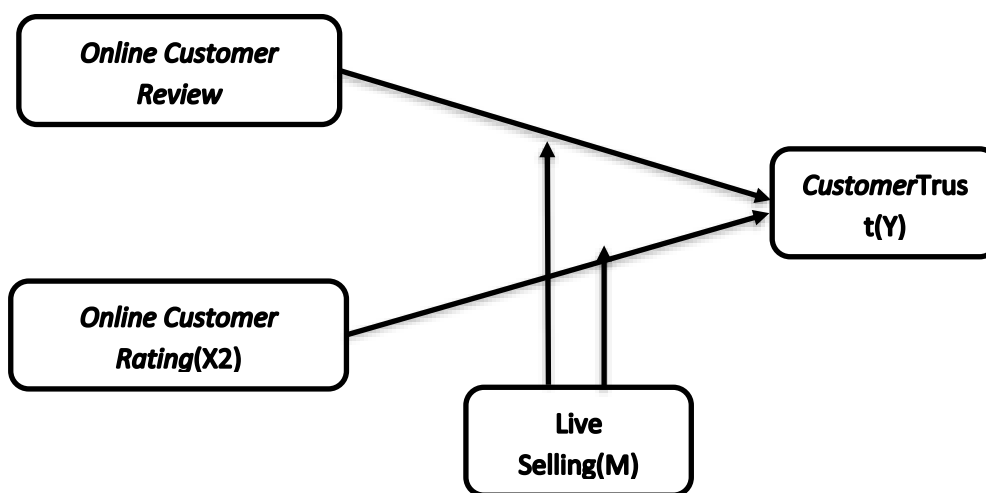


Figure 1. Conceptual framework

METHODOLOGY

This study uses a quantitative approach with an associative research design, which aims to analyze the relationship and influence between Online Customer Reviews, Online Customer Ratings, and Customer Trust, as well as to test the role of Live Selling as a moderating variable. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS software.

The research location was in Medan City, North Sumatra, with respondents spread across 21 sub-districts. The study population was all TikTok Shop users in Medan City, whose exact number is unknown. Therefore, the study used a non-probability sampling technique with a judgmental/purposive sampling method, which selects respondents based on certain criteria. Respondent criteria included: residing in Medan City, being at least 17 years old, and having made a purchase through TikTok Shop's Live Selling feature at least twice.

The sample size was determined based on Hair et al.'s (2021) guidelines, which is 5-10 times the number of research indicators. Because the research instrument consisted of 30 indicators, the sample size used was 150 respondents

(30 × 5). This number was deemed adequate for SEM-PLS analysis and had sufficient statistical power to test the research model.

The data used consisted of primary and secondary data. Primary data were obtained through a questionnaire using a five-point Likert scale, while secondary data were obtained from literature studies, journals, scientific articles, and other relevant reference sources. Prior to analysis, the research instruments were tested for validity and reliability using SmartPLS to ensure that each indicator accurately and consistently measured the variables studied.

The variables studied consisted of Online Customer Review (X1) and Online Customer Rating (X2) as independent variables, Customer Trust (Y) as dependent variable, and Live Selling (M) as moderating variable. Through SEM-PLS model, the study tested the direct influence of each independent variable on Customer Trust while also testing whether Live Selling was able to strengthen or weaken the relationship among TikTok Shop users in Medan City.

RESEARCH RESULT

PLS-SEM Analysis

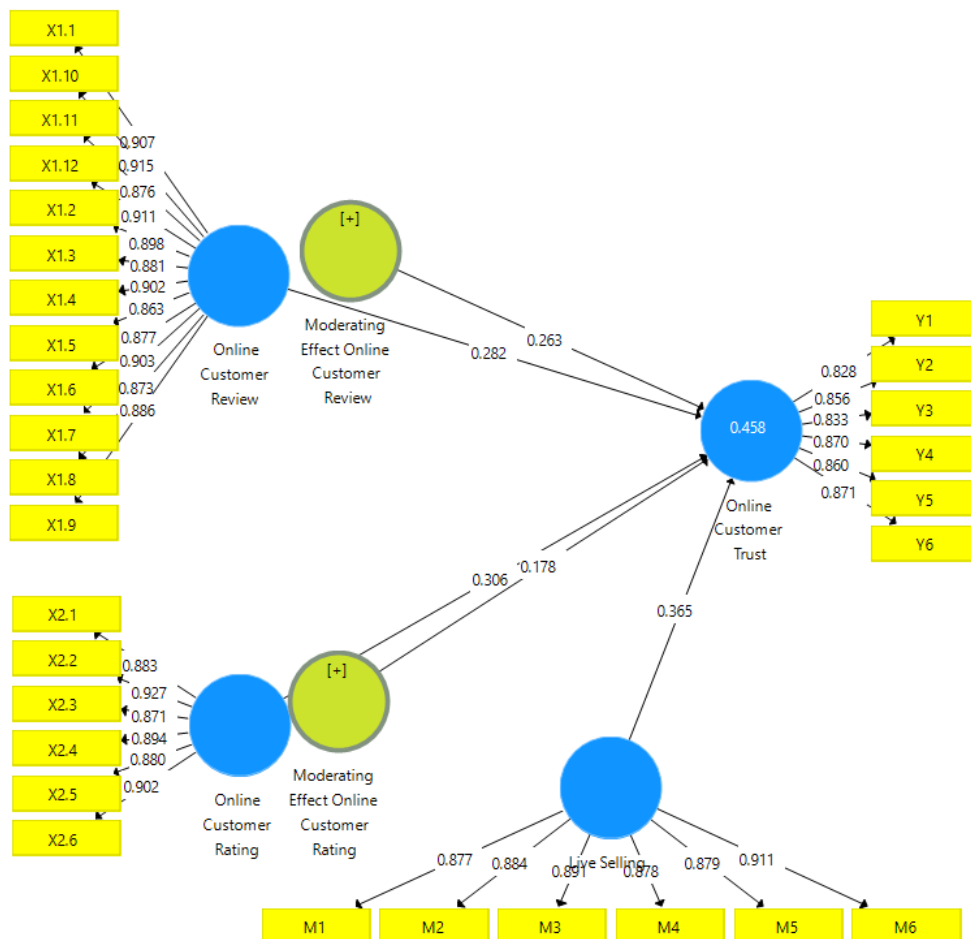


Figure 2. First Order Model

Figure 2 shows the results of the first-order analysis conducted on each variable in the study. This analysis aims to evaluate the suitability of the indicators for each dimension, which serves as the basis for developing the

research indicators. Through this process, it can be determined whether each indicator accurately represents the dimension being measured. Validity testing in Smart PLS 3.0 is carried out by examining the loading factor value, which must be greater than 0.7 (Ghozali & Latan, 2015). The indicators for each dimension have been proven reliable and valid, meaning the research model is able to provide strong predictions regarding the relationships between the analyzed variables.

Evaluation of Measurement Model (Outer Model)

1. Convergent Validity Test

Table 1. Results of Loading Factors

Variables	Indicator	Outer Loading	Critical Limit	Information
<i>Online Customer Review (X1)</i>	X1.1	0.907	0.7	Valid
	X1.2	0.898	0.7	Valid
	X1.3	0.881	0.7	Valid
	X1.4	0.902	0.7	Valid
	X1.5	0.863	0.7	Valid
	X1.6	0.877	0.7	Valid
	X1.7	0.903	0.7	Valid
	X1.8	0.873	0.7	Valid
	X1.9	0.886	0.7	Valid
	X1.10	0.915	0.7	Valid
	X1.11	0.876	0.7	Valid
	X1.12	0.911	0.7	Valid
<i>Online Customer Rating (X2)</i>	X2.1	0.883	0.7	Valid
	X2.2	0.927	0.7	Valid
	X2.3	0.871	0.7	Valid
	X2.4	0.894	0.7	Valid
	X2.5	0.88	0.7	Valid
	X2.6	0.902	0.7	Valid
<i>Live selling (M)</i>	M1	0.877	0.7	Valid
	M2	0.884	0.7	Valid
	M3	0.891	0.7	Valid
	M4	0.878	0.7	Valid
	M5	0.879	0.7	Valid
	M6	0.911	0.7	Valid
<i>Customer Trust (Y)</i>	Y1	0.828	0.7	Valid
	Y2	0.856	0.7	Valid
	Y3	0.833	0.7	Valid
	Y4	0.87	0.7	Valid
	Y5	0.86	0.7	Valid
	Y6	0.871	0.7	Valid

Source: Appendix 5

Based on Table 1 above, it can be seen that all indicators in the variables Online Customer Review (X1), Online Customer Rating (X2), Live selling (M), and Consumer Trust (Y) have outer loading values ranging from 0.828 to 0.927. All of these values are above the required critical limit value of 0.70. Thus, it can be concluded that all indicators used in this study have met the requirements for excellent convergent validity and are suitable for use in the next testing stage.

Table 2 Average Variance Extracted (AVE) Value

	<i>Average Variance Extracted (AVE)</i>
<i>Live selling</i>	0.787
<i>Online Customer Rating</i>	0.797
<i>Online Customer Review</i>	0.794
<i>Customer Trust</i>	0.728

Source: Appendix 5

Based on Table 2 above, it is known that all research variables have AVE values that exceed the critical limit of 0.50. The Online Customer Rating variable has the highest AVE value of 0.797, followed by Online Customer Review at 0.794, Live Selling at 0.787, and Customer Trust at 0.728. Because the overall AVE value is > 0.50, it can be concluded that each variable (construct) in this study has a very good level of convergent validity. This means that on average each latent variable has been able to explain more than half of the variance of its constituent indicators.

2. Discriminant Validity Test

Table 3. Discriminant Validity Results

	<i>Live selling</i>	<i>Online Customer Rating</i>	<i>Online Customer Review</i>	<i>Customer Trust</i>
<i>Live selling</i>	0.887			
<i>Online Customer Rating</i>	0.129	0.893		
<i>Online Customer Review</i>	-0.131	0.029	0.891	
<i>Customer Trust</i>	0.378	0.372	0.294	0.853

Source: PLS Output (2026)

Based on Table 3 above, it can be seen that the AVE root value (the number located on the diagonal) for each variable is greater than the correlation value between that variable and other variables in the model. For example, the AVE root value for the Online Customer Rating variable is 0.893, which is greater than its correlation with Live Selling (0.129), Online Customer Review (0.029), and Customer Trust (0.372). The same thing also applies to the Live Selling, Online Customer Review, and Customer Trust variables. Because all AVE root values > correlation between constructs, it can be concluded that each variable in this study has met the criteria for excellent discriminant validity.

2. Path Coefficient Evaluation

Table 6. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Online Customer Rating-> Customer Trust</i>	0.306	0.305	0.063	4,866	0.000
<i>Online Customer Review-> Customer Trust</i>	0.282	0.289	0.063	4,477	0.000

Based on Table 4 above, it is known that the Cronbach's alpha and composite reliability values of all research constructs are > 0.7 so they meet the reliability requirements.

Structural Model Evaluation (Inner Model)

1. R-square

Table 5. R-Square Results

	R Square	R Square Adjusted
<i>Customer Trust</i>	0.458	0.439

Source: PLS Output (2026)

Based on Table 5 above, it can be seen that the R-square value for the Customer Trust variable is 0.458. This value indicates that 45.8% of the variance or change in the Customer Trust variable can be explained by the Online Customer Review and Online Customer Rating variables along with their moderating effect (live selling). Meanwhile, the remaining 54.2% (obtained from 100% - 45.8%) is explained by other factors or variables outside the model that were not examined in this study.

Based on Hair et al.'s (2021) criteria, the R-square value of 0.458 falls between 0.25 and 0.50. Because it's close to the 0.50 threshold, the structural model in this study can be categorized as having sufficient or moderate predictive power.

2. Path Coefficient Evaluation

Table 6. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Online Customer Rating-> Customer Trust</i>	0.306	0.305	0.063	4,866	0.000
<i>Online Customer Review-> Customer Trust</i>	0.282	0.289	0.063	4,477	0.000

<i>Live selling-> Customer Trust</i>	0.365	0.368	0.063	5,774	0.000
Moderating Effect Online Customer Rating -> Customer Trust	0.178	0.175	0.053	3,361	0.001
Moderating Effect Online Customer Reviews -> Customer Trust	0.263	0.253	0.065	4,061	0.000

Source: Primary data processed with SmartPLS 3 (2026)

Based on Table 6 above, it can be seen that all relationships between variables have T-statistics values > 1.96 (the t-table value limit for p = 0.05) and have significance values (P-values) < 0.05. In addition, all Original Sample (O) values are positive. Thus, it can be said that all constructs (both direct and moderating effects) have been proven to have a positive and significant influence on Customer Trust.

Direct Effect Hypothesis Test Results

Table 7. Path Coefficient Results of Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
<i>Online Customer Rating-> Customer Trust</i>	0.306	0.305	0.063	4,866	0.000	Accepted
<i>Online Customer Review-> Customer Trust</i>	0.282	0.289	0.063	4,477	0.000	Accepted
<i>Live selling-> Customer Trust</i>	0.365	0.368	0.063	5,774	0.000	Accepted

Source: Primary data processed with SmartPLS 3 (2026)

Based on Table 7 above, the results of the direct influence hypothesis test can be described as follows:

1. The Influence of Online Customer Reviews on Customer Trust

The test results show a path coefficient value (Original Sample) of 0.282 with a T-statistics value of 4.477 and P-values of 0.000. Because the T-statistics value

> 1.96 and P-values < 0.05, the first hypothesis stating that Online Customer Reviews have an effect on Customer Trust is accepted. A positive coefficient value indicates that the direction of the influence is unidirectional, where the better the customer reviews, the more consumer trust will increase.

2. The Influence of Online Customer Ratings on Customer Trust

The test results show a path coefficient value (Original Sample) of 0.306 with a T-statistics value of 4.866 and P-values of 0.000. Since the T-statistics value > 1.96 and P-values < 0.05, the second hypothesis stating that Online Customer Rating influences Customer Trust is accepted. This indicates that high customer ratings can significantly increase consumer trust.

3. The Influence of Live Selling on Customer Trust

The test results show a path coefficient value (Original Sample) of 0.365 with a T-statistic value of 5.774 and P-values of 0.000. Since the T-statistic value is > 1.96 and P-values < 0.05, the third hypothesis stating that Live selling has an effect on Customer Trust is accepted. This positive influence means that the more optimal the Live selling feature is used, the stronger consumer trust will be.

Results of the Moderating Effect Hypothesis Test

Table 8. Path Coefficient Results of Moderation Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
Moderating Effect Online Customer Reviews -> Customer Trust	0.263	0.253	0.065	4,061	0.000	Accepted
Moderating Effect Online Customer Rating -> Customer Trust	0.178	0.175	0.053	3,361	0.001	Accepted

Source: Primary data processed with SmartPLS 3 (2026)

Based on Table 4.17 above, the results of testing the moderation effect hypothesis can be described as follows:

1. The Moderating Effect of Live Selling on the Relationship between Online Customer Reviews and Customer Trust

The test results show a coefficient value of 0.263 with a T-statistics value of 4.061 and P-values of 0.000. Because the T-statistics value (4.061) > 1.96 and P-values (0.000) < 0.05, the hypothesis stating that Live selling moderates the relationship between Online Customer Reviews and Customer Trust is accepted. The positive coefficient value (0.263) indicates that Live selling acts as a variable that strengthens the influence of customer reviews on consumer trust. This means that good reviews will be stronger in forming consumer trust if supported by optimal Live selling activities.

2. The Moderating Effect of Live Selling on the Relationship of Online Customer

Rating to Customer Trust

The test results show a coefficient value of 0.178 with a T-statistic value of 3.361 and P-values of 0.001. Since the T-statistic value (3.361) > 1.96 and the P-value (0.001) < 0.05, the hypothesis stating that Live selling moderates the relationship between Online Customer Rating and Customer Trust is accepted. The positive coefficient value (0.178) indicates that Live selling has also been proven to strengthen the influence of customer ratings on consumer trust.

DISCUSSION

The Influence of Online Customer Reviews on Customer Trust

Based on the results of the hypothesis test, online customer reviews have a positive and significant effect on customer trust. This is evidenced by the path coefficient value of 0.282 with a significance value (P-value) of $0.000 < 0.05$. This means that online customer reviews have been proven validly and convincingly able to increase consumer trust. Therefore, the results of the first hypothesis test in this study are accepted.

The results of this study indicate a positive and significant relationship between customer reviews and consumer trust. This means that the more and better quality online customer reviews provided by previous buyers, the greater the trust potential consumers have in the product or store. Conversely, poor reviews or minimal reviews will reduce consumer trust. This finding aligns with the Consumer Behavior Theory proposed by Kotler and Keller (2016), particularly in the Information Search and Alternative Evaluation stages. Kotler emphasized that consumers often seek references from personal or public sources (such as other user reviews) to validate product quality. In the digital context, this concept is known as Electronic Word of Mouth (e-WOM) and Social Proof, where modern consumers tend to rely on the opinions, experiences, and recommendations of fellow buyers as the primary stimulus to reduce hesitation before making a transaction.

Based on the characteristics of online shopping behavior, it can be concluded that online customer reviews significantly influence trust because consumers cannot see, touch, or try the product directly (intangibility). The presence of reviews accompanied by photos, videos, or narratives of product usage experiences from previous buyers provides transparent and real-time validation. In accordance with Kotler's view on perceived risk, direct customer reviews provide a sense of security, reduce functional and financial uncertainty, and build consumer confidence in the seller's good credibility.

The Influence of Online Customer Rating on Customer Trust.

Based on the results of the hypothesis test, it was shown that online customer reviews have a positive and significant effect on customer trust. This is evidenced by the path coefficient value of 0.282 with a significance value (P-value) of $0.000 < 0.05$. This means that online customer reviews have been proven validly and convincingly able to increase consumer trust. Therefore, the results of the first hypothesis test in this study are accepted.

These results indicate that the rating (star scale) provided by previous consumers plays a crucial role in shaping the trust of potential consumers. The higher the accumulated rating value obtained by a store or product in e-commerce, the level of Customer Trust will also increase significantly. This finding is very much in line with the concept of Choice Heuristics in Consumer Behavior Theory according to Kotler and Keller (2016). Kotler explains that amidst the dense flow of information, consumers often use "cognitive shortcuts" (heuristics) to simplify the process of evaluating alternatives. This phenomenon is clearly seen where consumers use star ratings as a quick indicator to assess the reputation of a seller without having to spend a lot of time reading textual reviews one by one.

In practical terms, the accumulation of 4 or 5 stars displayed on a product page serves as a quantitative representation of the mass satisfaction of previous buyers. A high rating provides a signal of assurance to potential buyers that the risk of fraud or disappointment from shopping at that store is minimal. This sense of security is the primary foundation for building consumer trust before they dare to press the purchase button.

The Influence of Live Selling on Customer Trust

Based on the results of the hypothesis test, Live Selling has a direct positive and significant influence on Customer Trust. Thus, the third hypothesis proposed in this study is declared accepted. The results of this study indicate that Live Selling activities carried out by sellers are one of the most powerful triggers in building and increasing consumer trust in the current era of digital commerce. This finding is very much in line with the concepts of Interactive Marketing and Customer Engagement as viewed by Kotler and Keller (2016). Kotler emphasized that modern marketing must be able to create meaningful two-way dialogue and interaction. Compared to conventional product visualizations that only rely on static photos, the Live Selling feature offers the advantages of high transparency and instant interactivity. Consumers can see the product in real time from various angles, observe its function or texture directly through demonstrations by the host, and get instant answers to questions they submit through the comments section.

The presence of a communicative, honest, and solution-oriented host or seller during a live broadcast can build emotional rapport and a sense of social presence with viewers. This real-time, two-way interaction effectively bridges the gap between online sellers and buyers, minimizing consumer suspicion or concerns about potential product discrepancies. This sense of confidence built during the live broadcast session ultimately translates into strong customer trust.

The Moderating Effect of Live Selling on the Relationship between Online Customer Reviews and Customer Trust

Based on the results of the moderation effect test, live selling was proven to positively and significantly moderate the relationship between online customer reviews and customer trust. The positive parameter coefficient value (0.263) indicates that the nature of this moderating relationship is reinforcing

(predictive moderator). Thus, the fourth hypothesis in this study is declared accepted.

The results of this test provide very interesting theoretical findings. Online customer reviews, which already have a positive influence on trust, will have a much greater and multiplied impact in triggering customer trust if supported and strengthened by optimal live selling activities. This phenomenon is highly relevant to the Media Richness Theory of Daft and Lengel (1986) and supported by the concept of Integrated Marketing Communications of Kotler and Keller (2016). Based on this theory, textual reviews are information instruments with low "media richness" and the potential for multiple interpretations. The presence of live selling intervenes by presenting the highest level of media richness (a combination of audio, visuals, and real-time interaction). Therefore, live selling acts as a direct visual confirmation and validation medium for passive textual reviews that have been left by previous consumers on the store page.

In practice, when potential buyers read positive reviews about a product's quality (for example, the thickness of clothing material or the vivid color of cosmetics), they may still have some doubts. However, when they enter a live selling session and see the host demonstrate the product live, detailing the material on camera, and answering viewers' questions in real time, those doubts are completely dispelled. Live selling successfully transforms passive written reviews into tangible, interactive evidence, thereby accelerating the development of consumer trust very quickly.

The Moderating Effect of Live Selling on the Relationship of Online Customer Rating to Customer Trust

Based on the results of the moderation effect test, Live Selling was proven to positively and significantly moderate the relationship between Online Customer Ratings and Customer Trust. The positive coefficient value (0.178) indicates that the Live Selling variable strengthens (positively moderates) the influence of customer ratings on consumer trust. Thus, the fifth hypothesis in this study is declared accepted.

This finding scientifically proves that Online Customer Rating (visualization of accumulated stars) has a much stronger driving force in building Customer Trust when supported by the intensity of Live selling activities. In the Marketing Management review of Kotler and Keller (2016), this phenomenon is a form of perfect convergence between heuristic cues and interactive communication cues. If a 4 or 5 star rating acts as a heuristic indicator that provides a positive first impression quickly, then Live selling activities are present as a confirmation instrument that validates that impression factually. The combination of quantitative reputation signals (ratings) and qualitative-visual evidence (Live selling) produces a double confidence effect for potential consumers.

Logically, potential buyers on digital platforms often doubt whether a store's high rating truly reflects the reality of its products. When sellers facilitate this uncertainty by hosting live sales, consumers can compare their expectations from the rating score with the actual condition of the product displayed live. This

interaction validates that the highly rated store is indeed professionally managed and that the products it sells are of the quality that meets the high ratings from previous customers.

Upon closer examination, the coefficient of strengthening moderation in this relationship (0.178) is slightly smaller than the moderating effect on the review variable (0.263). This provides theoretical and managerial insight that although high ratings are significantly enhanced by live selling, consumers still perceive visual evidence during live broadcasts as much more powerful when combined with detailed review narratives. Therefore, a recommended managerial strategy for businesses is to actively integrate store rating achievements into live broadcast content, for example by pinning comments or verbally communicating the store's high-rated reputation to live viewers to accelerate the conversion of trust into purchasing action.

CONCLUSIONS

1. Online Customer Review has a positive and significant impact on customer trust among TikTok Shop users in Medan City. This indicates that the better and higher-quality reviews provided by customers, the more consumer trust will be significantly increased.
2. Online Customer Rating has a positive and significant impact on customer trust among TikTok Shop users in Medan City. This indicates that the accumulation of high star ratings from previous customers is effective in building trust in potential customers.
3. Live selling has a positive and significant impact on customer trust among TikTok Shop users in Medan. Interactive and transparent live selling activities have been shown to directly instill a sense of security and confidence in consumers' transactions.
4. Live selling significantly moderates and strengthens the influence of online customer reviews on customer trust among TikTok Shop users in Medan. This indicates that the positive impact of customer reviews on building trust will be significantly stronger when supported by optimal live selling activities as a means of real-time visual proof.
5. Live selling significantly moderates and strengthens the influence of Online Customer Ratings on Customer Trust among TikTok Shop users in Medan City. This finding indicates that the Live Selling feature can accelerate the level of trust derived from the store's reputation rating, thus combining the two provides double the confidence for consumers.

RECOMMENDATIONS

Based on the research results, researchers offer several recommendations for various parties. Sellers on TikTok Shop are advised to be more active in managing customer reviews by encouraging consumers to provide honest and complete reviews, accompanied by product photos or videos. Furthermore, sellers should respond to each review promptly and professionally to increase credibility and consumer trust.

Regarding online customer ratings, sellers need to maintain product and service quality to achieve high and consistent ratings. Efforts such as conducting product quality control, ensuring product conformity to description, and expediting shipping are crucial to maintaining a store's reputation and boosting potential buyers' trust.

This study also recommends that sellers and the TikTok Shop platform maximize the use of the Live Selling feature by presenting interactive, informative, and transparent live broadcast sessions. Real-time product demonstrations, responsive two-way communication, and honest information delivery can strengthen consumer trust in both the product and the seller.

ADVANCED RESEARCH

Based on the limitations of the research conducted, this study only focused on evaluating app feature cues (platform cues) such as reviews, ratings, and live broadcasts in general, without classifying the types of commodities traded. Therefore, it is hoped that future researchers in Medan City can expand the scope of the study by focusing on specific product categories (e.g., fashion, cosmetics, culinary, or electronics) marketed through TikTok Shop. This is important because different product characteristics have the potential to produce different levels of trust sensitivity and shopping behavior among Medan residents. Furthermore, future researchers can also add complementary variables such as product quality or brand image to gain a more comprehensive understanding.

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