



Narrative Involvement and Social Presence as Determinants of Purchase Intention in TikTok Live Commerce

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ABSTRACT

The development of live commerce has transformed interaction patterns among consumers, sellers, and products, shifting marketing communication from a one-way process toward a real-time and interactive shopping experience. In this context, consumers' engagement with narratives conveyed during live streams, as well as their perceptions of social presence, may play an important role in shaping purchase intention. This study aims to analyse the effects of Narrative Involvement and Social Presence on Purchase Intention in TikTok Live Commerce. A quantitative approach was employed using a survey method. The study involved 47 TikTok Live Commerce users selected through purposive non-random sampling from the TDA East Jakarta community. Primary data were collected through questionnaires and analysed using validity and reliability tests, correlation analysis, multiple linear regression, t-test, F-test, and the coefficient of determination. The results indicate that Narrative Involvement has a positive and significant effect on Purchase Intention. Social Presence also has a positive and significant effect on Purchase Intention. Simultaneously, Narrative Involvement and Social Presence have a significant effect on Purchase Intention, with an R value of 0.935 and an R² value of 0.874. These findings indicate that consumers' engagement with narratives and their perceptions of social presence in TikTok Live Commerce are relevant factors in shaping purchase intention. This study provides practical implications for live commerce practitioners to develop marketing communication strategies that are not only informative but also capable of creating engaging narratives and fostering a strong sense of social interaction.

Keywords:

*Narrative Involvement;
Social Presence;
Purchase Intention;
TikTok Live Commerce;*

1. INTRODUCTION

The development of digital technology has brought fundamental changes to marketing practices and consumer behaviour. These changes are reflected not only in the shift from physical stores to digital platforms but also in the emergence of forms of commerce that simultaneously integrate social activities, entertainment, communication, and transactions. One such development is live commerce, or live-streaming commerce, which refers to commercial activities that utilize live broadcasts to deliver product information while enabling consumers to interact in real time with sellers, streamers, and other consumers. These characteristics distinguish live commerce from conventional e-commerce, as information search, social interaction, product evaluation, and purchase decision-making can take place simultaneously within a single digital environment.

Within the live commerce environment, the platform's ability to facilitate two-way communication and provide a social experience constitutes an important component of the marketing process. Consumers not only observe the products being offered but also pay attention to how streamers explain products, provide demonstrations, respond to questions, read comments, and establish communication with the audience. Such interactions may reduce the psychological distance between consumers and sellers and create an experience that more closely resembles direct social interaction. Research on live-streaming commerce has shown that various interactive characteristics can enhance consumer engagement and ultimately influence purchase intention. Zhang and Liu (2023), for instance, found that interactivity in live-streaming commerce is positively associated with purchase intention, while social presence plays an important role as a mechanism in this relationship.

This phenomenon is particularly relevant to the development of TikTok as a platform that integrates social media activities with digital commerce. TikTok Live enables sellers or streamers to combine product presentations, conversations, entertainment, demonstrations, audience comments, and purchase appeals within a single live-streaming session. Consequently, consumers can experience a marketing communication process that takes place directly and dynamically. Research in Indonesia has indicated that live streaming has become a form of social commerce activity that can influence purchase intention. A study involving 401 respondents in Indonesia found that experiential characteristics of live-streaming social commerce were associated with the formation of consumers' purchase intentions. Another study of TikTok Live users in Surabaya also demonstrated that social presence significantly influences behavioural intention, suggesting that the social dimension of live-streaming activities is relevant to explaining consumer responses in the Indonesian context.

One important concept for understanding consumer experiences in live commerce is Social Presence. This concept refers to the extent to which individuals perceive the existence and social presence of others within a technology-mediated environment. In live commerce, social presence may emerge when consumers perceive that streamers are genuinely present, attentive to the audience, responsive to comments, and capable of engaging in personal interactions. The presence of other consumers within the live-streaming environment may also strengthen the perception that shopping is a social experience rather than merely a transaction between an individual and a digital system.

The importance of social presence in shaping purchase intention has been supported by various empirical studies. Chen, Chen, and Chen (2023) found that social presence in livestream e-commerce influences purchase intention, including through the mechanism of consumer identification. Another study by Gao, Jiang, and Guo (2023) demonstrated that streamer characteristics, such as likeability, animacy, and responsiveness, can enhance social presence and telepresence, which subsequently promote purchase intention. These findings suggest that social presence is not merely a technical characteristic of a platform but rather a psychological experience that can be associated with consumers' behavioural responses.

The relationship between social presence and purchase intention has also been supported by studies involving large samples. Li, Xuan, and Chen (2024) analysed data from 7,701 Douyin users and distinguished between social presence originating from streamers and that originating from other viewers. The results showed that both forms of social presence have a positive effect on purchase intention. This finding is particularly noteworthy because it indicates that social experiences in live commerce are shaped not only by the relationship between consumers and streamers but also by the presence of other consumers within the live-streaming environment.

Liu and Zhang (2024) further strengthened this argument. Involving 432 consumers with experience watching virtual streamers, their study demonstrated that streamer responsiveness has a positive effect on purchase intention, with social presence serving as a mediator. Similar findings were reported in a study of consumers participating in live-streaming workout courses, which showed that perceived social presence can increase consumers' willingness to make purchases, with this relationship being associated with consumer trust. Overall, these findings indicate a consistent pattern whereby the stronger consumers' perception of social presence within a live-streaming environment, the more likely they are to develop positive responses toward the products or offers presented.

Empirical evidence from the Indonesian context has also continued to grow. A study by Ramdani, Komaladewi, and Yudha (2025) involving 330 live-streaming users in Bandung demonstrated that social presence plays a role in the relationship between live-streaming activities and purchase intention. Another study of Shopee Live users in Indonesia found that social presence has a positive effect on purchase intention and is also associated with parasocial interaction. Meanwhile, recent research on livestream commerce consumers in Indonesia indicates that the quality of real-time interaction and streamer characteristics are associated with social presence, trust, and purchase intention.

In addition to the social dimension, narrative characteristics in message delivery have become increasingly relevant in live commerce. In practice, streamers do not always present product information in a formal manner. They may use personal experiences, stories about product usage, illustrations of consumer problems, customer experiences, humour, or particular storylines to make product presentations more engaging. Such approaches may encourage consumers not only to process information cognitively but also to become psychologically engaged with the narratives being conveyed.

The concept of Narrative Involvement refers to the extent to which individuals become engaged with a particular narrative or story. This concept is related to the perspective of transportation theory, which explains that individuals may experience psychological involvement when following a narrative, causing their attention and subjective experiences to become more focused on the story as it unfolds. In the context of digital marketing, narrative involvement can help bridge product messages with consumers' experiences and emotions. For example, Vazquez et al. (2020) demonstrated that narrative involvement in the

context of social commerce is associated with the formation of parasocial interaction and impulsive purchasing behaviour.

The relevance of Narrative Involvement has become increasingly evident in the context of TikTok Live Commerce. A recent study by Hadiyati and Luthfia (2026) involving 415 TikTok Live users in Indonesia explicitly incorporated Narrative Involvement and Social Presence into its research model. The findings indicated that Narrative Involvement is one of the strong antecedents of psychological mechanisms associated with purchasing behaviour. The study employed Impulsive Purchase as the dependent variable and positioned Parasocial Interaction and Social Presence as mediating variables.

These findings indicate that narratives in TikTok Live Commerce are not merely entertainment elements but can constitute part of a marketing communication mechanism that shapes consumers' psychological experiences. When consumers follow stories presented by streamers, they may devote greater attention to the content, imagine their own experiences of using the product, and develop a stronger sense of connection with the situation being conveyed. Accordingly, Narrative Involvement has the potential to represent one of the factors associated with the formation of purchase intention.

Meanwhile, research on purchase intention in live commerce has also demonstrated that purchase intention is shaped by a combination of informational, social, emotional, and experiential factors. Yang, Chaiyasoonthorn, and Chaveesuk (2024), for example, found that live-streaming characteristics, product characteristics, streamer characteristics, trust, and impulsivity are associated with purchase intention. Other research on live commerce affordances indicates that social presence, interactivity, self-presentation, and entertainment are important dimensions of the live commerce environment and may be associated with the consumer evaluation process leading to purchase intention. Meanwhile, research on customer inspiration suggests that inspirational experiences in livestream shopping can increase consumers' motivation to engage in such activities.

Although research on live commerce, social presence, and purchase intention has developed rapidly, there remains considerable scope for expanding the understanding of how social and narrative factors jointly shape purchase intention. Some studies position social presence as a mediator between live-streaming characteristics and purchase intention, while others incorporate trust, parasocial interaction, telepresence, customer inspiration, or streamer characteristics as additional variables. Therefore, there remains an opportunity to simultaneously examine two dimensions of consumer experience—namely, engagement with narratives and perceptions of social presence—as determinants of purchase intention.

The Indonesian context also provides important grounds for further research. Studies on TikTok Live and live commerce in Indonesia have demonstrated the importance of social presence and various interaction characteristics in shaping purchase intention. However, consumer characteristics, community environments, and interaction patterns may vary across user groups and consequently produce different consumer experiences. Notably, a recent study published in 2026 that specifically examined Narrative Involvement and Social Presence among Indonesian TikTok Live users employed Impulsive Purchase as the outcome variable and used a mediation model that differs from the model examined in the present study. Therefore, this study does not claim that Narrative Involvement and Social Presence have not previously been investigated in the context of TikTok Live Commerce. Rather, the present study seeks to examine Purchase Intention as the outcome variable and to assess the direct effects of these two variables within a relatively simple research model.

2. RESEARCH METHOD

2.1 Research Design

This study employed a quantitative approach with an explanatory research design. This approach was adopted to analyse the relationships between and effects of Narrative Involvement and Social Presence on Purchase Intention in the context of TikTok Live Commerce. The study was conducted using a survey method, with a questionnaire serving as the primary data collection instrument. The research model consists of two independent variables, namely Narrative Involvement (X1) and Social Presence (X2), and one dependent variable, namely Purchase Intention (Y). Conceptually, this study examines three main relationships: (1) the effect of Narrative Involvement on Purchase Intention; (2) the effect of Social Presence on Purchase Intention; and (3) the simultaneous effect of Narrative Involvement and Social Presence on Purchase Intention.

2.2 Population and Sample

The population of this study comprised TikTok users who had experience using or participating in TikTok Live Commerce activities. The study sample consisted of 47 respondents from the TDA (Tangan Di Atas) East Jakarta community. Respondents were selected using purposive sampling, a sampling technique in which participants are selected based on specific criteria relevant to the objectives of the study.

The respondent criterion in this study was that participants had experience watching or using TikTok Live Commerce, thereby possessing relevant knowledge and experience to assess Narrative Involvement, Social Presence, and Purchase Intention. The inclusion of respondents with actual experience in live commerce was considered important to ensure that the measurement of the research variables was based on firsthand experience rather than merely on perceptions of concepts that the respondents had never encountered. Previous research on TikTok Live Commerce in Indonesia has also employed survey methods with purposive sampling to recruit respondents who had experience using or conducting transactions through live streaming.

2.3 Research Variables

This study employed three variables, consisting of two independent variables and one dependent variable. The independent variables were Narrative Involvement (X1) and Social Presence (X2), while the dependent variable was Purchase Intention (Y). Narrative Involvement (X1) refers to the extent to which consumers become engaged with or immersed in the narratives, stories, experiential accounts, and communication flow presented during TikTok Live Commerce sessions. Social Presence (X2) represents the extent to which consumers perceive social presence, closeness, warmth, and interaction with the host and other users during TikTok Live Commerce sessions. Purchase Intention (Y) refers to consumers' tendency or intention to purchase products offered through TikTok Live Commerce.

2.4 Data Sources and Data Collection Techniques

The data used in this study consisted of primary data. Primary data were obtained directly from respondents through the distribution of questionnaires. In addition to primary data, this study employed library research to obtain theoretical foundations and relevant findings from previous studies.

2.5 Research Instrument Testing

Before being administered for the main data collection, the research instrument was subjected to a pilot test (try-out) involving 10 respondents. Instrument testing consisted of the following procedures. The validity test was conducted using the Product Moment correlation. Based on the pilot test involving 10 respondents, the *r*-table value at a 5%

significance level with 9 degrees of freedom ($df=9$) was 0.602. An instrument item was considered valid when its calculated r value was greater than the r -table value. Subsequently, a reliability test was conducted to assess the consistency of the research instrument in measuring the variables under investigation. Reliability was assessed using the Cronbach's Alpha coefficient.

2.6 Data Analysis and Hypothesis Testing Techniques

The data analysis techniques employed in this study included correlation analysis, partial correlation analysis, coefficient of determination, multiple linear regression analysis, t-test, and F-test. Multiple linear regression analysis was used to determine the effects of Narrative Involvement (X_1) and Social Presence (X_2) on Purchase Intention (Y). Hypothesis testing was conducted using the t-test and F-test. The t-test was used to determine the partial effect of each independent variable on Purchase Intention.

3. RESULTS AND DISCUSSION

3.1 Results of the Research Instrument Testing

Before being used for the main data collection, the research instrument was first pilot-tested with 10 respondents. The instrument testing consisted of validity and reliability tests for the three research variables, namely Narrative Involvement (X_1), Social Presence (X_2), and Purchase Intention (Y).

3.1.1 Validity Test

The validity test was conducted using the Product Moment correlation. With 10 respondents participating in the pilot test and a significance level of 5%, the r -table value was 0.602. A questionnaire item was considered valid when its calculated r value was greater than the r -table value.

The results showed that all seven items measuring Narrative Involvement had calculated r values ranging from 0.714 to 0.932, indicating that all items were valid. For Social Presence, the seven questionnaire items had calculated r values ranging from 0.733 to 0.964. All of these values exceeded the r -table value of 0.602, indicating that all items were valid. Meanwhile, the seven items measuring Purchase Intention had calculated r values ranging from 0.873 to 0.885. Accordingly, all items were also considered valid. Thus, all 21 questionnaire items included in the research instrument were found to be valid.

3.1.2 Reliability Test

The reliability test was conducted using Cronbach's Alpha coefficient to assess the internal consistency of the research instrument. The results showed that Narrative Involvement obtained a Cronbach's Alpha value of 0.951, Social Presence obtained a value of 0.960, and Purchase Intention obtained a value of 0.963. The Cronbach's Alpha values obtained for all three variables indicate very high internal consistency. Therefore, the research instrument used in this study can be considered reliable.

3.2 Analysis of Relationships Between Variables

The subsequent analysis was conducted to examine the relationships between the independent variables and the dependent variable.

3.2.1 Relationship Between Narrative Involvement and Purchase Intention

The analysis yielded a correlation coefficient of 0.861 between Narrative Involvement (X_1) and Purchase Intention (Y). This value indicates a very strong positive relationship between the two variables. The coefficient of determination was calculated as follows:

$$KD = r^2 \times 100\% = (0.861)^2 \times 100\% = 74.1\%.$$

The result indicates that Narrative Involvement accounts for 74.1% of the variance in Purchase Intention, while the remaining 25.9% is associated with other factors outside the examined relationship.

3.2.2 Relationship Between Social Presence and Purchase Intention

The analysis yielded a correlation coefficient of 0.924 between Social Presence (X2) and Purchase Intention (Y). This value indicates a very strong positive relationship between the two variables. The coefficient of determination was calculated as follows:

$$KD = r^2 \times 100\% = (0.924)^2 \times 100\% = 85.4\%.$$

The result indicates that Social Presence accounts for 85.4% of the variance in Purchase Intention, while the remaining 14.6% is associated with other factors outside the examined relationship.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the predictive relationship of Narrative Involvement (X1) and Social Presence (X2) with Purchase Intention (Y). The analysis yielded a multiple correlation coefficient (R) of 0.935, while the R Square value was 0.874, or 87.4%. This value indicates that the model consisting of Narrative Involvement and Social Presence has a very strong relationship with Purchase Intention. The R Square value of 0.874 indicates that 87.4% of the variance in Purchase Intention in the model can be jointly explained by Narrative Involvement and Social Presence, while the remaining 12.6% is explained by other factors outside the research model.

The resulting multiple linear regression equation is: $Y = 1.525 + 0.191X_1 + 0.595X_2$. The equation indicates that both independent variables have positive regression coefficients. The Narrative Involvement coefficient of 0.191 indicates that a one-unit increase in Narrative Involvement, while holding the other variable constant, is associated with a 0.191-unit increase in Purchase Intention. Meanwhile, the Social Presence coefficient of 0.595 indicates that a one-unit increase in Social Presence, while holding the other variable constant, is associated with a 0.595-unit increase in Purchase Intention. Thus, based on the magnitude of the regression coefficients, Social Presence has a larger coefficient than Narrative Involvement in the research model.

3.4 Hypothesis Testing

3.4.1 t-Test

The t-test was conducted to examine the partial effect of each independent variable on Purchase Intention. Effect of Narrative Involvement on Purchase Intention. The test results showed a calculated t-value of 2.580, compared with a critical t-value of 1.681 at the 5% significance level. Since $2.580 > 1.681$, the null hypothesis is rejected. Therefore, Narrative Involvement has a statistically significant partial effect on Purchase Intention. Effect of Social Presence on Purchase Intention. The test results showed a calculated t-value of 6.811, compared with a critical t-value of 1.681. Since $6.811 > 1.681$, the null hypothesis is rejected. Therefore, Social Presence has a statistically significant partial effect on Purchase Intention. Overall, the t-test results indicate that both independent variables have statistically significant partial effects on Purchase Intention, with the calculated t-value for Social Presence being higher than that for Narrative Involvement.

3.4.2 F-Test

Simultaneous Effect of Narrative Involvement and Social Presence on Purchase Intention. The F-test was conducted to examine the simultaneous effect of Narrative Involvement and Social Presence on Purchase Intention. The results showed a calculated F-value of 152.203, compared with an F-table value of 2.810, with a significance level of 0.000. Since $152.203 > 2.810$ and $0.000 < 0.05$, the null hypothesis is rejected. Therefore, Narrative Involvement and Social Presence simultaneously have a statistically significant effect on Purchase Intention in TikTok Live Commerce.

4. DISCUSSION

4.1 Effect of Narrative Involvement on Purchase Intention

The findings of this study indicate that Narrative Involvement (X1) has a positive and statistically significant effect on Purchase Intention (Y) in TikTok Live Commerce. This is demonstrated by the calculated t-value of 2.580, which is greater than the critical t-value of 1.681, indicating that the hypothesis concerning the effect of Narrative Involvement on Purchase Intention is supported. The analysis also yielded a correlation coefficient of 0.861, indicating a very strong positive relationship between Narrative Involvement and Purchase Intention.

These findings suggest that the higher the level of consumers' engagement with narratives presented during TikTok Live Commerce activities, the greater their tendency to develop purchase intention. In the context of live commerce, narratives do not merely consist of stories about products but may emerge through the ways streamers explain product benefits, demonstrate product usage, share personal experiences, respond to consumer questions, and construct a flow of communication throughout the live-streaming session. This condition enables consumers not merely to receive product information passively but also to follow and pay attention to the sequence of information presented during the live stream.

Conceptually, engagement with narratives may encourage consumers to focus more closely on the content of the communication and facilitate connections between product information and their own needs or experiences. In a real-time live commerce environment, this process becomes increasingly important because information delivery, product demonstrations, interpersonal communication, and responses to consumers occur simultaneously. Thus, narratives that are capable of sustaining consumers' attention and engagement may enhance positive evaluations of products and ultimately strengthen their willingness to purchase.

The findings of this study are supported by the research of Hadiyati and Luthfia (2026) on TikTok Live Commerce in Indonesia. Their study, involving 415 Indonesian TikTok Live users, found that Narrative Involvement represents an important antecedent in the psychological processes associated with purchasing behaviour in live commerce. Specifically, the study demonstrated that narrative involvement contributes to the formation of Social Presence and Parasocial Interaction, which are subsequently associated with impulsive purchasing behaviour.

Although there are differences between that study and the present research—namely, Hadiyati and Luthfia (2026) focused on Impulsive Purchase and employed Social Presence and Parasocial Interaction as mediators, whereas the present study positions Purchase Intention as the direct dependent variable—both studies provide consistent indications that consumers' engagement with narratives represents an important element in the TikTok Live Commerce environment. Accordingly, the present study extends this understanding by demonstrating that Narrative Involvement is also directly associated with Purchase Intention.

These findings can also be understood in light of the communication characteristics of TikTok Live Commerce, which differ from those of conventional e-commerce transactions. On a standard product page, consumers primarily obtain information through photographs, descriptions, prices, and reviews. In contrast, in live commerce, product information is embedded within dynamic and real-time communication. Consumers can observe product demonstrations while simultaneously following the streamer's explanations and responses. Therefore, the ability of narratives to sustain consumers' attention and engagement

represents an important aspect that may influence their responses to the products being presented.

From a marketing perspective, these findings imply that TikTok Live Commerce strategies should not focus solely on delivering product information or offering price discounts. The ability to construct narratives that are relevant, easy to follow, authentic, and connected to consumers' needs should also become an integral part of marketing communication strategies. Streamers can incorporate product-use stories, before-and-after demonstrations, consumer experiences, and solutions to specific problems as elements of the narrative presented during live-streaming sessions.

Thus, the findings of this study suggest that Purchase Intention in TikTok Live Commerce is shaped not solely by the availability of products and promotional offers but also by how products are communicated through narrative experiences that engage consumers. The more consumers feel engaged with the flow of communication presented during a live stream, the greater the likelihood that they will develop an intention to consider making a purchase.

4.2 Effect of Social Presence on Purchase Intention

The findings of this study indicate that Social Presence (X2) has a positive and statistically significant effect on Purchase Intention (Y) in TikTok Live Commerce. This is demonstrated by the calculated t-value of 6.811, which is greater than the critical t-value used in the analysis, indicating that the hypothesis proposing an effect of Social Presence on Purchase Intention is supported. The analysis also yielded a correlation coefficient of 0.924, indicating a very strong positive relationship between Social Presence and Purchase Intention.

These findings suggest that the stronger consumers' perceptions of social presence while participating in TikTok Live Commerce, the greater their tendency to develop purchase intention. In the context of live commerce, Social Presence refers to the extent to which consumers perceive the existence of other people and social interaction within a digital environment. Consumers are not merely presented with products, photographs, descriptions, or prices; they can see and hear the streamer, observe product demonstrations, read comments, ask questions, and receive immediate responses. These characteristics make the shopping experience more closely resemble social interaction than the static nature of conventional e-commerce transactions.

The findings of this study are consistent with the research of Li, Xuan, and Chen (2024), which analysed 7,701 respondents in the context of live-streaming shopping. Their study distinguished between Social Presence originating from streamers and Social Presence originating from other viewers. The results showed that both forms of Social Presence had a direct positive effect on Purchase Intention, with streamer-based Social Presence demonstrating a stronger effect. These findings indicate that the presence of social actors within a live-streaming environment represents an important characteristic distinguishing live commerce from conventional forms of online shopping.

The present findings are also supported by research conducted by Ningrum and Widanti (2023) among Shopee Live users in Indonesia. Using 324 respondents, their study found that Social Presence has a positive effect on Purchase Intention. The study also demonstrated that Social Presence is associated with parasocial interaction, which subsequently relates to Purchase Intention. Thus, social presence in live streaming not only creates an interactive atmosphere but may also develop into a psychological relationship that supports the formation of purchase intention.

Further support in the Indonesian context can be found in the study by Weyna, Dini, Salim, and Anggraeni (2026) on Indonesian livestream commerce. Their study of 300

Indonesian consumers with experience watching livestream shopping demonstrated the importance of real-time interaction and streamer characteristics in the formation of Purchase Intention, with Trust and Social Presence positioned as mediating variables. These findings strengthen the argument that the quality of relationships and interactions occurring during live streaming plays an important role in the formation of purchase intention among Indonesian consumers.

Another recent study on TikTok Live Shopping in Indonesia also directly incorporated Social Presence as a variable influencing Purchase Intention. The study involved 336 respondents and positioned Customer Trust as a mediator. This further indicates that Social Presence has become a relevant construct for explaining consumer behaviour in the Indonesian TikTok Live Shopping context.

Theoretically, this relationship can be explained by the communication characteristics of live commerce, which are real-time, interactive, and social in nature. When consumers perceive that streamers are genuinely present, responsive, and engaged with them as well as with other viewers, the psychological distance between consumers and sellers may be reduced. This condition can increase consumers' comfort when evaluating products and reduce the perception that the transaction is taking place in an impersonal environment.

These findings can also be understood from the perspective of Social Presence Theory, which proposes that digital media can vary in the degree of social presence they provide. The more strongly consumers perceive the presence and involvement of other human actors through a medium, the stronger the resulting social experience is likely to be. In TikTok Live Commerce, such experiences may emerge through the streamer's expressions and communication, mentioning viewers' names, responding to questions, reading comments, demonstrating products in real time, and facilitating interactions among users within the live-streaming environment. Thus, Social Presence can become an integral component of the consumer experience that supports the formation of Purchase Intention.

Interestingly, Liu and Zhang (2024) also found that Social Presence serves as an important mechanism linking streamer responsiveness to Purchase Intention. Their study of 432 consumers in the live-streaming commerce context found that virtual streamer responsiveness influences Purchase Intention through Social Presence. This finding suggests that rapid responses and effective interaction are not merely communication activities but may also enhance consumers' perceptions that a genuine social presence exists within the live commerce environment.

In the context of the present study, the correlation coefficient of 0.924 indicates a very strong relationship between Social Presence and Purchase Intention. This result suggests that the social experience established during TikTok Live Commerce plays an important role in encouraging purchase intention among the respondents. However, this correlation should not be interpreted as evidence that Social Presence alone causes 85.4% of consumers' purchases. The value of 85.4% is derived from squaring the correlation coefficient (r^2) and should be interpreted cautiously in accordance with the type of analysis employed.

From a managerial perspective, these findings imply that TikTok Live Commerce strategies should not focus solely on price, discounts, flash sales, or product attributes but should also pay close attention to the quality of social interaction. Streamers need to create a communication environment in which consumers feel noticed and included in the live-streaming activity. Responding to questions directly, addressing viewers by name, reacting to comments, demonstrating products in real time, and fostering two-way conversations are examples of interactions that can strengthen the Social Presence experience.

Thus, the findings of this study demonstrate that TikTok Live Commerce is not merely a channel for transferring product information to consumers but also a social space in which communication, interaction, and shopping experiences occur simultaneously. The stronger consumers' perceptions of social presence within this environment, the greater their tendency to develop Purchase Intention.

4.3 Simultaneous Effect of Narrative Involvement and Social Presence on Purchase Intention

The findings of this study indicate that Narrative Involvement (X1) and Social Presence (X2) simultaneously have a positive and statistically significant effect on Purchase Intention (Y) in TikTok Live Commerce. This is demonstrated by the calculated F-value of 152.203, which is greater than the critical F-value of 2.810, with a significance level of $0.000 < 0.05$. Therefore, the hypothesis stating that Narrative Involvement and Social Presence jointly affect Purchase Intention is supported.

Simultaneously, the relationship between the two independent variables and Purchase Intention produced an R value of 0.935. This value indicates a very strong relationship between Narrative Involvement and Social Presence jointly and Purchase Intention. Furthermore, the R Square value of 0.874 indicates that the research model explains 87.4% of the variance in Purchase Intention based on the two variables examined, while the remaining proportion is associated with other factors not included in the research model.

These findings indicate that Purchase Intention in TikTok Live Commerce is not determined solely by the streamer's ability to deliver product information but also by the psychological and social experiences formed during consumers' participation in live-streaming sessions. Narrative Involvement and Social Presence represent two complementary dimensions of consumer experience. Narrative Involvement concerns the extent to which consumers become engaged with and immersed in the narrative or flow of communication being presented, whereas Social Presence concerns the extent to which consumers perceive social presence and interaction within the live commerce environment.

Accordingly, consumers in TikTok Live Commerce do not merely process marketing messages cognitively but also experience narrative and social communication processes simultaneously. When streamers are able to present stories, experiences, demonstrations, and product information in an engaging manner, consumers may become more involved in the communication content. At the same time, direct interactions through comments, streamer responses, addressing viewers by name, and the presence of other viewers can create a sense that consumers are participating in a social environment. The combination of these two experiences may strengthen consumers' tendency to develop purchase intention.

These findings are supported by the study of Li, Xuan, and Chen (2024), which demonstrated that Social Presence originating from both streamers and other viewers has a positive effect on Purchase Intention in the context of live-streaming shopping. Using national data from 7,701 Douyin users, the study showed that social presence within the live-shopping environment represents an important factor in shaping consumer experiences and Purchase Intention.

Similarly, Chen, Chen, and Chen (2023) found that Social Presence influences Purchase Intention in livestream e-commerce. Based on data from 390 respondents, their study demonstrated that Social Presence can enhance consumer identification, which subsequently strengthens Purchase Intention. This finding provides evidence that social experiences in

livestream commerce can constitute part of the psychological mechanism that drives consumers toward purchase intention.

Furthermore, Liu and Zhang (2024) found that streamer responsiveness has a positive effect on Purchase Intention through Social Presence. Their study involved 432 consumers who had experience watching virtual streamers in the context of live-streaming commerce. The findings demonstrate that interactions and responses occurring during live streaming can enhance perceptions of social presence, which subsequently relate to Purchase Intention.

In the Indonesian context, the findings of this study are also supported by recent research on livestream commerce. The study by Weyna, Dini, Salim, and Anggraeni (2026) involving 300 Indonesian consumers demonstrated the importance of real-time interaction and streamer characteristics in shaping Purchase Intention, with Trust and Social Presence serving as mediating mechanisms. This further reinforces the relevance of Social Presence as an important construct for explaining Indonesian consumer behaviour in livestream commerce environments. Of particular relevance to the present study is the research by Hadiyati and Luthfia (2026), which specifically examined TikTok Live Commerce in Indonesia and involved 415 TikTok Live users. Their findings indicated that Narrative Involvement represents an important antecedent associated with Social Presence and psychological processes that subsequently relate to purchasing behaviour. Their study employed a more complex model, with Parasocial Interaction and Social Presence serving as mediators and Impulsive Purchase as the outcome variable.

The present study occupies a different yet complementary position in relation to that research. Hadiyati and Luthfia (2026) focused on the mediation mechanisms leading to Impulsive Purchase, whereas the present study employs a simpler model by positioning Narrative Involvement and Social Presence as two direct independent variables predicting Purchase Intention. Thus, this study provides the perspective that before consumers engage in actual or impulsive purchasing behaviour, their narrative and social experiences in TikTok Live Commerce are already associated with their intention to make a purchase.

5. CONCLUSION

First, Narrative Involvement has a positive and statistically significant effect on Purchase Intention. The t-test yielded a calculated t-value of 2.580, which is greater than the critical t-value of 1.681, indicating that the hypothesis concerning the effect of Narrative Involvement on Purchase Intention is supported. The correlation coefficient of 0.861 indicates a very strong positive relationship. The coefficient of determination of 74.1% further indicates a strong degree of association between Narrative Involvement and Purchase Intention in the research model.

Second, Social Presence has a positive and statistically significant effect on Purchase Intention. This is demonstrated by the calculated t-value of 6.811, which is greater than the critical t-value of 1.681. The correlation coefficient of 0.924 indicates a very strong positive relationship. The coefficient of determination of 85.4% demonstrates the strong association between Social Presence and Purchase Intention in the research data. This finding is consistent with recent research indicating that social presence represents an important factor in shaping purchase intention in live commerce environments.

Third, Narrative Involvement and Social Presence simultaneously have a positive and statistically significant effect on Purchase Intention. The F-test yielded a calculated F-value of 152.203, which is greater than the critical F-value of 2.810, with a significance level of $0.000 < 0.05$. Thus, the two independent variables jointly have a statistically significant relationship with Purchase Intention. The R value of 0.935 indicates a very strong relationship, while the

R Square value of 0.874 indicates that the research model explains 87.4% of the variance in Purchase Intention, while the remaining 12.6% is associated with other factors not included in the research model.

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