

LIST OF TABLES

Table 2. 1 Previous Research	25
Table 3. 1 Research Characteristics	40
Table 3. 2 Operational Variable Table	43
Table 3. 3 Measurement Scale (Likert Scale)	49
Table 3. 4 Score Interpretation Criteria.....	57
Table 4. 1 Respondents' Responses to Screening Questions	64
Table 4. 2 Characteristics of Respondents by Gender	65
Table 4. 3 Characteristics of Respondents by Age	66
Table 4. 4 Characteristics of Respondents by Profession	66
Table 4. 5 Characteristics of Respondents by Last Education	67
Table 4. 6 Characteristics of Respondents by Monthly Income	67
Table 4. 7 Responses Distribution of TikTok Live Streaming Variable.....	68
Table 4. 8 Responses Distribution of Swift Guanxi Variable	82
Table 4. 9 Responses Distribution of Purchase Intention Variable	87
Table 4. 10 Responses Distribution of Gift-Giving Intention Variable	90
Table 4. 11 Convergent Validity Test	95
Table 4. 12 Average Variance Extracted (AVE) Results.....	96
Table 4. 13 Discriminant Validity (Fornell-Larcker Criterion) results.....	97
Table 4. 14 Discriminant Validity (Cross Loading Factor) results	97
Table 4. 15 Composite Reliability	99
Table 4. 16 Measurement of the Structural Model (Inner Model)	100
Table 4. 17 The Saturated Model (SRMR)	101
Table 4. 18 Coefficient Path Table	102