

**THE EFFECT OF SOCIAL COMMERCE CONSTRUCT ON PURCHASE  
INTENTION AND CUSTOMER TRUST AS MEDIATING VARIABLE IN TIKTOK  
SHOP (STUDY OF TIKTOK USER IN BANDAR LAMPUNG)**

**Undergraduate Thesis**

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2024**

## **ABSTRAK**

### **EFEK KONSTRUKSI SOCIAL COMMERCE TERHADAP NIAT BELI DAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL MEDIASI DI TIKTOK SHOP (STUDI PENGGUNA TIKTOK DI BANDAR LAMPUNG)**

**OLEH**

**AR'FIRA SIFANA SAUSANIA**

Penelitian ini menginvestigasi dampak Konstruksi *Social Commerce* terhadap kepercayaan konsumen dan niat beli di TikTok Shop. Di era globalisasi yang berkembang pesat ini, digitalisasi telah mengubah cara manusia berkomunikasi dan melakukan bisnis. Indonesia, dengan populasi pengguna internet terbesar ketiga di Asia, menjadi lokasi penting untuk memahami bagaimana platform media sosial seperti WhatsApp, Instagram, Facebook, dan TikTok memengaruhi perilaku konsumen. TikTok, dengan pertumbuhannya yang cepat, menjadi platform potensial untuk *Social Commerce*. Penelitian ini bertujuan untuk menjawab pertanyaan apakah Konstruksi *Social Commerce* secara signifikan memengaruhi Kepercayaan Konsumen dan Niat Beli dalam TikTok Shop. Hasil dari studi ini memperkuat dan menerima keempat hipotesis, menunjukkan bahwa faktor-faktor ini memiliki dampak positif yang signifikan dalam konteks TikTok Shop. Ini memberikan bukti empiris tentang pentingnya Konstruksi *Social Commerce* dalam membangun kepercayaan konsumen dan memengaruhi niat beli, serta peran mediasi Kepercayaan Konsumen dalam hubungan antara Konstruksi *Social Commerce* dan niat beli di platform ini. Implikasi dari temuan ini dapat membantu bisnis dalam merancang strategi pemasaran yang lebih efektif dalam lanskap digital yang selalu berubah.

**Kata Kunci:** Pemasaran Digital, Konstruksi *Social Commerce*, Niat Beli, dan Kepuasan Konsumen.

## **ABSTRACT**

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**AR'FIRA SIFANA SAUSANIA**

This research investigates the impact of social commerce constructs on consumer trust and purchase intention in TikTok Shop. In the rapidly evolving era of globalization, digitalization has transformed the way humans communicate and conduct business. Indonesia, with the third-largest internet user population in Asia, serves as a crucial location to understand how social media platforms such as WhatsApp, Instagram, Facebook, and TikTok influence consumer behavior. TikTok, with its rapid growth, stands out as a potential platform for social commerce. This research seeks to answer the question of whether social commerce constructs significantly affect consumer trust and purchase intention within TikTok Shop. The results of this study reinforce and accept all four hypotheses, demonstrating that these factors have a significant positive impact in the context of TikTok Shop. This provides empirical evidence of the importance of social commerce constructs in building consumer trust and influencing purchase intentions, as well as the mediating role of consumer trust in the relationship between social commerce constructs and purchase intention on this platform. The practical implications of these findings can assist businesses in designing more effective marketing strategies in the ever-changing digital landscape.

**Keywords:** *Digital Marketing, Social Commerce Construct, Purchase Intention, and Customer Trust.*

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TIKTOK SHOP (STUDY OF TIKTOK USER IN BANDAR LAMPUNG)**

**By:**

**AR'FIRA SIFANA SAUSANIA**

**Undergraduate Thesis**

**As One of the Requirements to Earn a Bachelor of Management Degree  
(Bachelor of Management)**

**On**

**Management Department  
Faculty of Economics and Business**



**UNDERGRADUATE OF MANAGEMENT  
FACULTY OF ECONOMIC AND BUSINESS  
UNIVERSITY OF LAMPUNG  
2024**



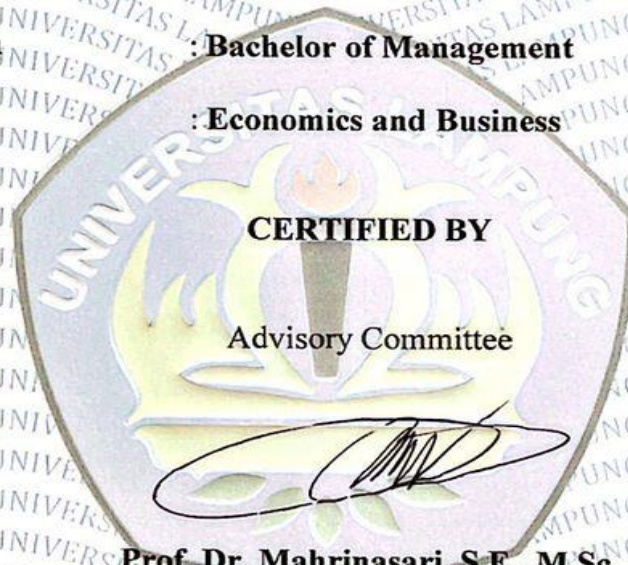
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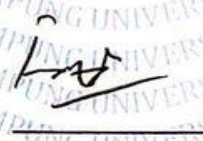
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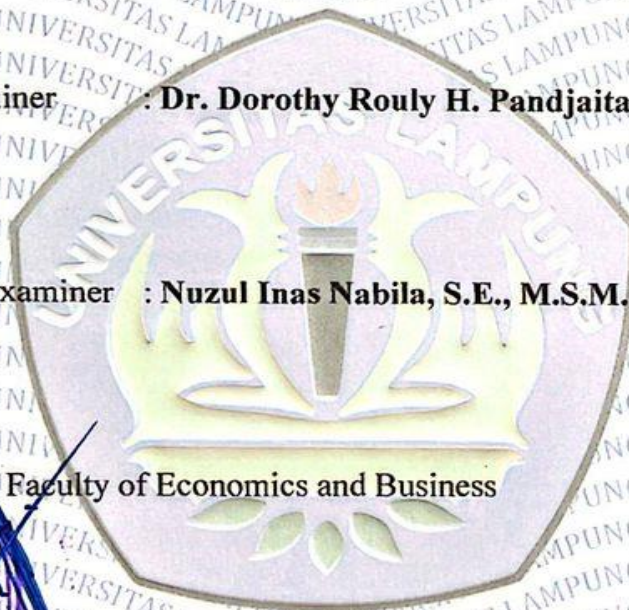


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Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

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## **BIOGRAPHY**

The researcher's full name is AR'FIRA SIFANA SAUSANIA. The researcher was born on November 3rd, 2000, in Bandar Lampung, Indonesia, as the third child among three siblings to Endang Asikin and Tatu Nurlaela. Her educational journey began at TK Dwi Tunggal, followed by SDN 1 Beringin Raya, where she completed her primary education in 2013. She then proceeded to SMP Negeri 2 Bandar Lampung, completing her junior high school education in 2016, and subsequently graduated from SMAN 7 Bandar Lampung in 2019.

In 2019, the researcher was admitted to the Faculty of Economics and Business at the University of Lampung, where she pursued a degree in Management with a focus on Marketing Management as a member of the International Class. Throughout her time at UNILA, she actively participated in AIESEC, one of the world's largest youth-run organizations, dedicating three years to empowering young people and creating positive impact within AIESEC in UNILA. She held leadership positions, serving as the President of AIESEC in UNILA and as the Chairman of UNILA's International Student Association from 2022 to 2023.



## **MOTTO**

“Indeed, Allah would never change a people’s state of favor until they change their own state of faith.”

**(Qs. Ar-Ra’d:11)**

“When the world pushes you to your knees, you're in the perfect position to pray”

**(Ali Ibn Abu-Talib A.S)**

“The scary news is you’re on your own now,  
but the cool news is, you’re on your own now”

**(Taylor Swift)**

## **DEDICATION**

Praise be to the presence of Allah SWT for His grace and guidance, the author was able to finish this thesis well. Shalawat and greetings are always poured out to the Great Prophet Muhammad SAW.

I dedicate this thesis to:

To my parents, Mrs. Tatu Nurlaela and Mr. Endang Asikin

To my beloved parents, the greatest gifts from Allah, Ayah and Mama, whom I cherish deeply. Thank you for your unwavering support, endless prayers, motivation, boundless love, and the countless struggles and sacrifices you've made for me until this day. My utmost wish is for this achievement to make both Mama and Ayah proud of me and serve as a positive first step towards the future.

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Finally, the author acknowledges that this thesis may not be flawless, but hopes it can be beneficial for all. May the assistance, support, guidance, and prayers offered to the author be answered by Allah SWT. Amin.

Bandar Lampung, March 25<sup>th</sup> 2024

AR'FIRA SIFANA SAUSANIA

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## I. INTRODUCTION

### 1.1. Background

In the era of developing globalization, humans have embraced digitalization as a significant aspect of technological advancements. Digitalization has revolutionized various aspects of human life, including communication, commerce, and information exchange. With the widespread availability of digital technologies, individuals can connect with others from around the world instantaneously, breaking down geographical barriers. This interconnectedness has not only accelerated the flow of information but has also transformed societal perspectives, habits, and behaviors.

Based on recent statistics from statistica.com (2023), Indonesia ranks as the country with the fourth-largest number of internet users in the world, after China, India, and United States. The report indicates that Indonesia has 212.9 Million internet users.

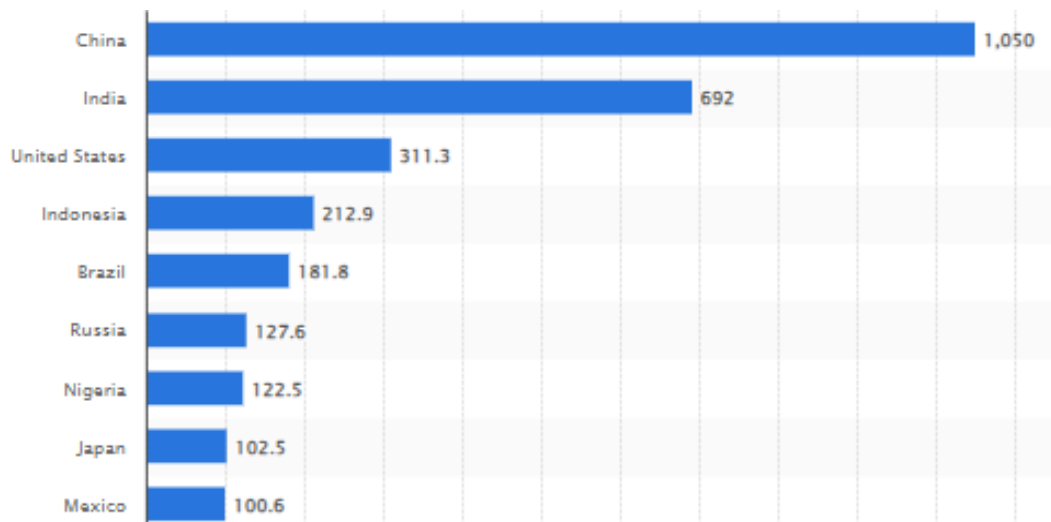
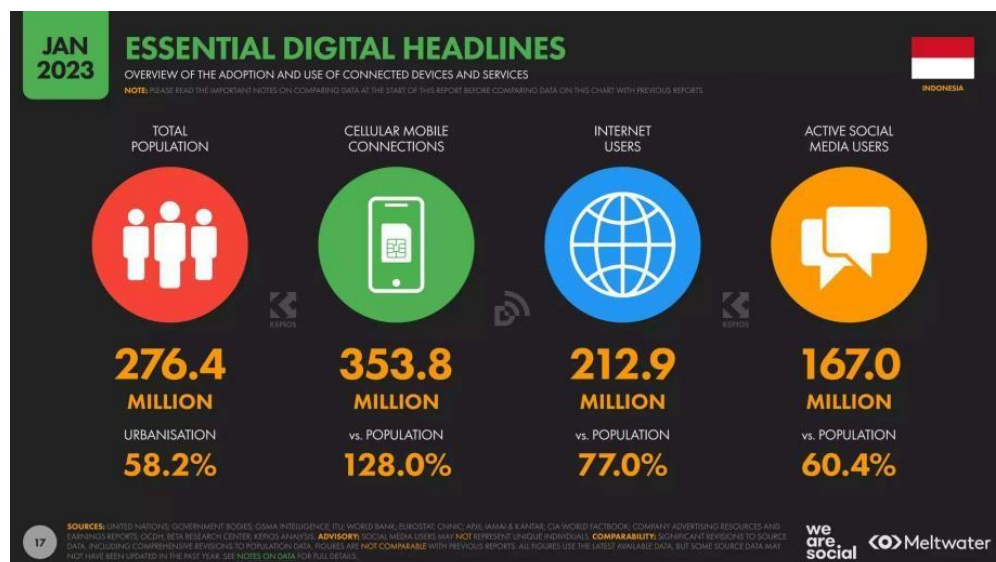


Figure I-1 Internet Users in The World 2023

(Source: <https://www.statista.com>)

The impact of this widespread digitalization in Indonesia is particularly evident in the realm of social media usage. According to data from Hootsuite (2023), WhatsApp usage in Indonesia has reached 92.1% of the population, experiencing significant growth from the previous year's 88.7%. Similarly, the number of Instagram users in Indonesia has risen to 86.5% of the population, compared to 84.8% in the previous year. Facebook, another widely used social media platform, has seen its user base grow to 83.8% of the population, up from 81.3% in the previous year. These figures underscore the immense influence that social media platforms hold over the Indonesian population, reflecting the broader global trend of increasing digital engagement and its profound effects on daily life and social interactions.

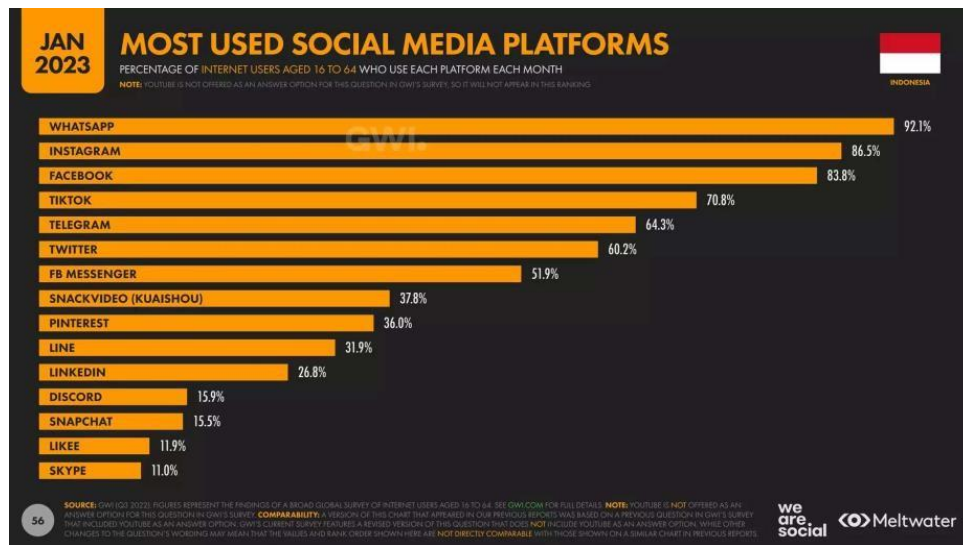


*Picture I.1 Indonesia Key Digital Indicator 2023*

(Source: Hootsuite 2023)

The rapid growth of social media platforms has transformed the way people communicate, interact, and conduct business. Social media has evolved from being mere communication tools to influential platforms for e-commerce activities. The urge to interact and share experiences and knowledge about products and services on the internet has led to the proliferation of social media platforms. Consequently, e-commerce has evolved into social commerce, combining the power of social media with online shopping experiences (N. Hajli, 2015)





Picture I.2 Most Used Social Media Platforms 2023

(Source: Hootsuite 2023)

In Indonesia, the impact of digitalization is evident in the increasing usage of popular social media platforms. Social media platforms have become influential channels for businesses to engage with their target audience and drive sales. In Indonesia, the prevalence of social media usage is significant, with a substantial portion of the population actively participating on various platforms. This section provides an overview of the usage statistics for popular social media platforms in Indonesia, namely WhatsApp, Instagram, Facebook, and TikTok.

According to Indonesia's digital report 2022, WhatsApp boasts a staggering user base in Indonesia, with 88.7% of the total population utilizing the platform. This marks a notable increase from the previous year, when the percentage stood at 87.7%. The rise in WhatsApp usage demonstrates the platform's enduring popularity among Indonesian users. In contrast, Instagram experienced a slight decline in user penetration. Currently, it is used by 84.8% of the Indonesian population, compared to 86.6% the previous year. Despite the decrease, Instagram remains a prominent platform for social media engagement in the country. Similarly, Facebook witnessed a decline in user adoption, with its user base comprising 81.3% of the total population, compared to 85.5% in the previous year. While Facebook still retains a significant user

presence, the downward trend suggests a shift in user preferences or the emergence of alternative platforms. Meanwhile, TikTok has experienced a remarkable surge in popularity, with 63.1% of the Indonesian population utilizing the platform. This represents a substantial increase from the previous year's figure of 38.7%. The rapid growth of TikTok indicates its potential as a vibrant marketplace for social commerce in Indonesia.

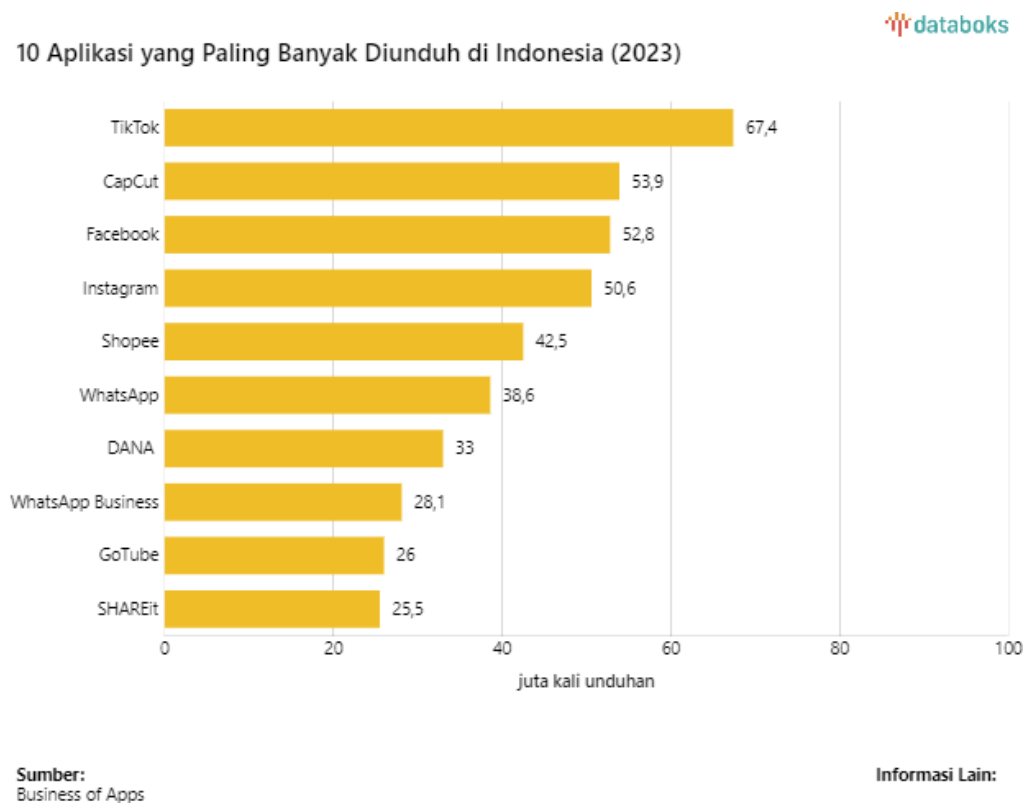


Figure I-2 Most Downloaded Social Media in Indonesia  
(Source: Business of Apps 2023)

According to the app research company Business of Apps, TikTok emerged as the most downloaded application in Indonesia in 2023, particularly notable for its integration with social commerce. TikTok is a social media application that provides video features with music where users can create, edit, and share short videos accompanied by music. TikTok enables users to create and share content with friends around the world rapidly. Based on Byte Dance advertising data (2022) in Indonesia, TikTok users reached 92.07 million

people in 2022. Even in April 2020, when the pandemic began, TikTok still had only 37 million users (about twice the population of New York).

Considering the substantial user base of TikTok and the increasing trend of social commerce, it is essential to investigate the impact of the social commerce construct on consumer trust and purchase intention within TikTok Shop. Understanding the dynamics of social commerce in the context of TikTok can provide valuable insights for businesses aiming to capitalize on this emerging market and enhance their digital marketing strategies. The rise in social media usage showcases the immense influence these platforms hold over the Indonesian population. The increasing adoption of TikTok and other social media platforms in Indonesia reflects the changing landscape of communication, commerce, and consumer behavior in the digital age.

Social commerce is a form of trade mediated by social media. (Wang & Zhang, 2012). There are various types of social commerce, such as Facebook Marketplace, Instagram Shopping, WhatsApp Shopping, and TikTok Shop. The results of a survey conducted by Populix in 2022 show that TikTok ranks first as the most frequently used social commerce platform.



Figure I-3 TikTok Shop Logo

(Source: Internet)

TikTok officially introduced a new feature called TikTok Shop on April 17, 2021. TikTok Shop is a social commerce platform that provides a fun and convenient shopping experience for brand owners as sellers, buyers, and its creators. Through TikTok Shop, brands can sell directly through the TikTok app without the need for a separate application. The TikTok Shop feature provides opportunities for brands and sellers to grow their businesses through short video content or by utilizing the live shopping feature from their TikTok business accounts. The TikTok Shop feature is a social commerce platform that enables online buying and selling transactions.

The presence of TikTok Shop makes it convenient for buyers as they no longer need to switch to other applications for transactions, making the shopping experience through TikTok Shop much easier. Although TikTok Shop is relatively new, it has been well received by the Indonesian community, with TikTok ranking first as the most frequently used social media platform for online shopping by Populix in 2022.



Picture I.3 Populix Survey 2022

(Source: <https://dailysocial.id>)

Shoplus (2023) shared information regarding the weekly data analysis of TikTok Shop, indicating that TikTok Shop has an estimated revenue of \$137,212,902 with a sales volume of 28,609,694. TikTok Shop also features 3,041,729 products and achieves 10,194,257,804 views on its platform. In a survey conducted by Populix (2022), it was stated that 86% of Indonesian people have shopped through social media platforms, with TikTok Shop (45%) being the most frequently used platform, followed by WhatsApp (21%), Facebook Shop (10%), Instagram Shop (10%), Telegram, Line Shop, and Pinterest (1%) (Yusra, 2022).

Sosiakita (2022) shared several aspects that differentiate TikTok Shop from its competitors like Instagram Shopping and Facebook Marketplace, one of which is the user experience. In TikTok Shop, users can directly purchase products within the TikTok app, meaning all purchasing transactions start from chatting with the seller to the payment process, all done within the TikTok app without being redirected to other websites. Whereas in Instagram Shop, buyers are directed to the brand's website, e-commerce, or marketplace where the product is sold, requiring several steps to complete the purchase. Similarly, in Facebook Marketplace, buyers are first directed to the messaging section to communicate with the business seller to arrange the purchase.

One notable advantage of TikTok Shop highlighted by Sosiakita (2022) is its seamless user experience, particularly in comparison to Instagram Shopping and Facebook Marketplace. Unlike its competitors, TikTok Shop allows users to complete the entire purchase process within the app itself. From initiating a conversation with the seller to making the payment, all transactions occur within the TikTok platform, eliminating the need for redirection to external websites or messaging sections. This streamlined process not only enhances user convenience but also contributes to the platform's appeal as a preferred choice for social commerce. Moreover, by integrating shopping seamlessly into the TikTok experience, the platform capitalizes on its vast user base and engagement levels to drive sales and revenue, as evidenced by the impressive weekly data analysis shared by Shoplus (2023).





Picture I.4 Compas Survey 2022

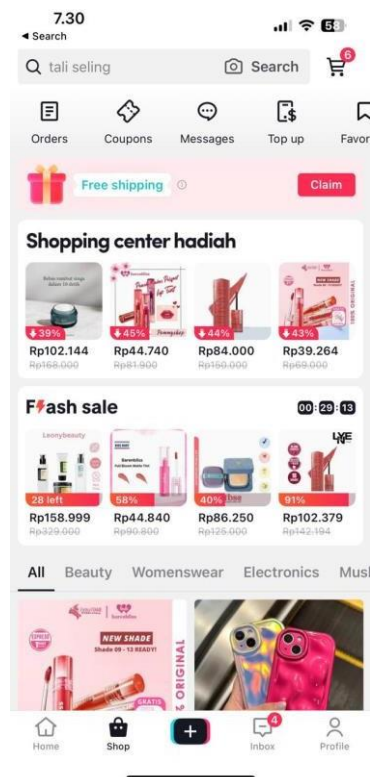
(Source: <https://Compas.co.id>)

Survey data from Compas.co.id reveals that TikTok Shop facilitated a significant surge in social commerce, particularly within the FMCG (Fast-Moving Consumer Goods) category, with sales reaching Rp 1.33 trillion in Indonesia. This integration of social commerce within TikTok provided a platform for sellers to market and sell their products directly to consumers, leveraging the app's engaging and viral nature.

The sales value achieved on TikTok Shop reflects the growing trend of social commerce, where social media platforms serve as channels for both marketing and sales transactions. Through TikTok's platform, sellers could showcase their products through creative and engaging content, attracting the attention of users and converting them into customers. Furthermore, the closure of TikTok Shop in Indonesia highlighted the potential impact on the social commerce ecosystem. Over 17,000 sellers, 3,900 FMCG brands, and more than 118,000 product listings were affected during the temporary closure period. This underscores the reliance of sellers and brands on TikTok as a key channel for social commerce activities.

The data underscores the transformative role of social commerce, where platforms like TikTok have become essential for businesses to reach and

engage with consumers in innovative ways, ultimately driving sales and revenue growth.

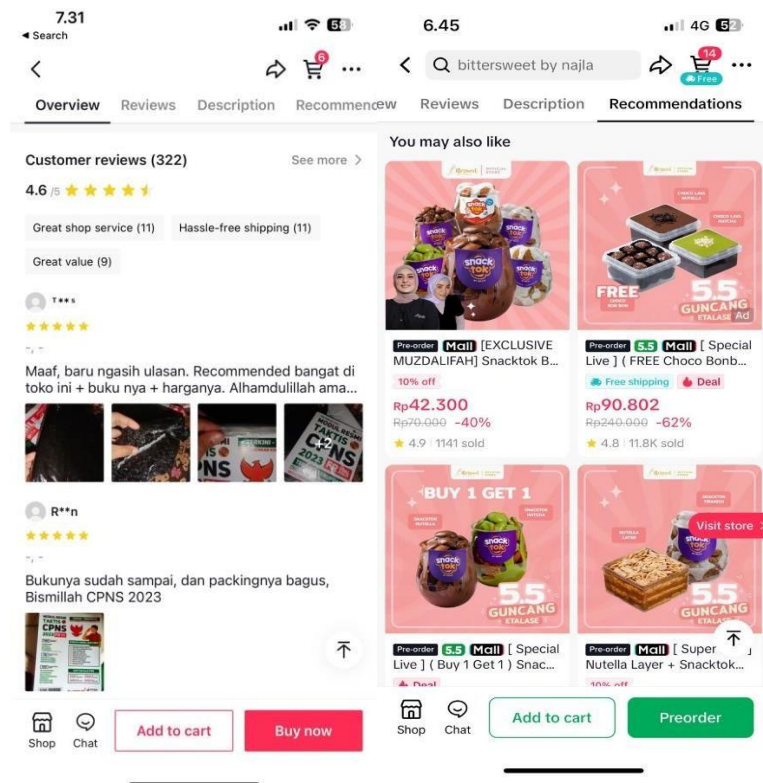


Picture I.5 TikTok Shop Preview 2023

(Source: TikTok Shop)

TikTok Shop because is one of the most comprehensive, largest, and cheapest online marketplaces in Indonesia with a C2C (customer to customer) model. TikTok Shop allows individuals and business owners to easily and freely open and manage their online stores. With TikTok Shop, online shopping becomes easier, safer, and more convenient. Customers can search for desired products and order them online. Afterwards, they only need to wait for the delivered items to arrive at their homes, saving time, money, and energy in fulfilling their needs or desires. TikTok Shop offers a complete social commerce aspect, including recommendations, product ratings and reviews, and forums. The image below showcases one of TikTok Shop's features developed for the community.

TikTok Shop is one of the social commerce platforms that encompasses aspects of the Social Commerce Construct. The aspects of the Social Commerce Construct in TikTok Shop can be seen in Picture I.6 below:

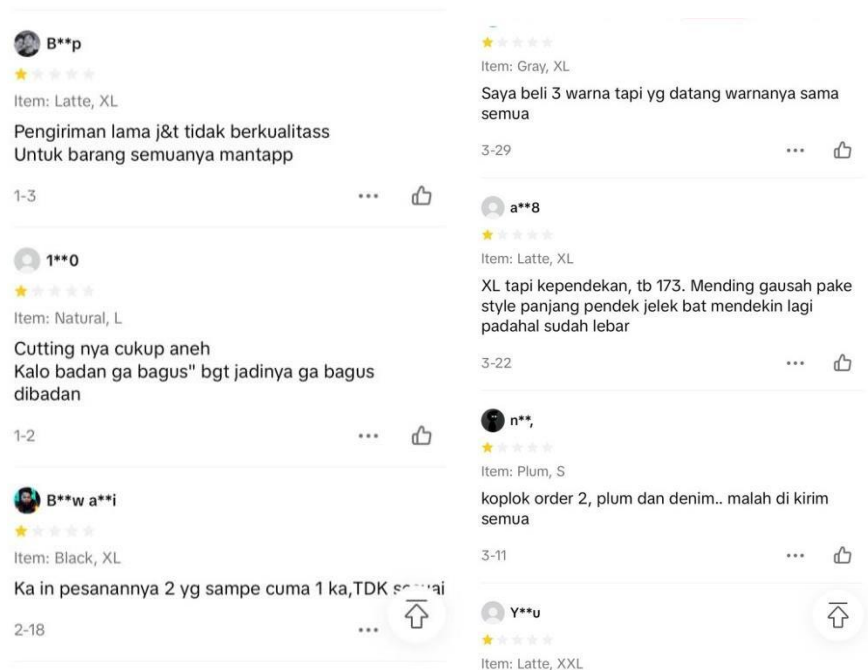


Picture I.6 Review, Ratings, and Recommendation on TikTok Shop  
(Source: TikTok Shop)

Based on Picture 1.6, it explains that TikTok Shop encompasses all aspects of the Social Commerce Construct such as forums, communities, ratings, reviews, and recommendations. Product discussions are one of the forum and community features, the review section can be utilized by consumers to write testimonials and provide ratings, and product recommendations can be used as references by consumers. Forums, communities, online reviews, ratings, and recommendations are features on online media that create interaction and communication among buyers in the form of evaluations of shopping experiences, which can influence consumer purchasing interest and potential consumers. According to (Hajli & Sims, 2015), social commerce construct is a social platform that emerges through the development of Web 2.0, empowering

consumers to generate content and share experiences. According to Hajli's research, the Social Commerce Construct has a significant influence on consumer trust through trust and confidence among interacting consumers. Social commerce construct and consumer trust are inseparable, as stated by several studies indicating their significant impact. Besides communicating, consumers also share product reviews, research others' opinions, engage in forums, share experiences, products, or services (Hajli & Sims, 2015). Consumers have an advantage over the consequences of other customers, which can help them before making their decisions and can increase trust levels.

Social commerce is an Internet-based business application that supports the integration of social content and users through social media to empower individuals in their purchasing decisions (Huang and Benyoucef, 2013) in (Hajli & Sims, 2015). However, what happens in TikTok Shop is different; the Social Commerce Construct created has many negative comments on the review feature depicted in Picture 1.7.



Picture I.7 Low Ratings on TikTok Shop

(Source: TikTok Shop)

In Picture 1.7, it is evident that there are numerous negative comments, including complaints and grievances, regarding the review feature of TikTok Shop. These comments have a direct impact on the seller's rating and serve as considerations for other consumers before making a purchase. Consumers often express disappointment when the received item does not match their expectations, leading to grievances shared through ratings and reviews, consequently diminishing consumer trust. In addition to that, complaints and concerns from customers regarding the products available in TikTok Shop have also been reported by consumers through one of the articles. These complaints are shown in Picture 1.8 below



Picture I.8 Customer Disappointment on TikTok Shop

(Source: <https://www.begayepontianak.com/>)

In the article cited above, several complaints and concerns from TikTok Shop customers are conveyed, who claim that the purchased items do not meet expectations and their quality falls far short of what was promoted.





Picture I.9 Customer Disappointment on TikTok Shop

(Source: <https://lampung.tribunnews.com/>)

The article, reported by Tribun Lampung News, also highlights a viral video of a TikTok Shop consumer expressing disappointment towards the seller or TikTok Shop. The article explains that one consumer who shopped at TikTok Shop regretted their purchase because it didn't match the information provided by the seller. The seller provided products that didn't match what was described in the discussion column, and the items provided did not meet the consumer's desires; however, the products were still given to the consumer. As a result of this incident, consumers feel disappointed because they feel deceived by the service provided by the seller or TikTok Shop. The disappointment experienced by customers leads to a decrease in customer purchase intention.

According to research (Pavlou and Geffen, 2019), which suggests that the most important factor in influencing the online purchasing process is trust (Wadoyo & Andini, 2017). Therefore, it is important for companies to establish

and maintain customer trust before the purchasing process initiated by consumers. The transaction process between consumers and businesses must be based on trust so that customers can trust before making purchases from businesses on the TikTok platform, and consumer purchase intention increases.

Consumers use the Internet to fulfill what they want and need, as well as to share knowledge with others, information, and experiences they have about products and services. They use the Social commerce construct for interaction, which results in online social support, enabling TikTok Shop to increase customer trust with the presence of Social commerce construct indicators (recommendations, ratings and reviews, and forums) within it. Increased consumer trust can influence or increase purchasing interest in consumers. According to Harris and Goode in Anwar and Adidarma (2016), trust formed by businesses can increase consumer willingness to transact online.

Furthermore, social commerce construct has developed ways to interact and communicate through social platforms. According to Hajli (2015), social commerce construct defines a platform that already exists and empowers individuals to create content and share their experiences so that when consumers join, companies can create such an environment in the consumer sector to provide references from other people's reviews. Thus, there is a significant relationship between social commerce construct and consumer purchase intention contribution.

According to Hajli (2014), trust can be strengthened through the structure of the Social Commerce Construct, which involves consumer social interactions that can enhance trust. Consumer trust can be enhanced by delivering products as advertised by the company. When consumers receive products consistent with the provided information, trust is built. Conversely, if the information does not meet consumer expectations, it erodes confidence in the company. Furthermore, according to Anwar & Adidarma (2016), trust in online shopping sites influences consumer willingness to trust these platforms. In the research conducted by Hajli (2015), it was discovered that there is a connection between the social commerce construct and the desire to make

purchases, considering the trust factor. The study revealed that the social commerce construct has a positive impact on the inclination to make purchases. Furthermore, the research also highlights that the social commerce construct variable positively influences trust, and trust in turn positively affects the intention to make purchases.

However, in (Li, 2017), results contradicted those of Hajli (2015), as the social commerce construct variable was not found to be statistically significant concerning the intention to buy. Due to this inconsistency, this study assesses Hajli's (2015) research model by incorporating the findings of Gibreel et al. (2018) as a mediating factor between the social commerce constructs variable and the intention to buy. Gibreel et al. (2018) conducted research on the factors that influence the intention to buy within the realm of social commerce dimensions. In the context of Bandar Lampung, there is a notable gap in research concerning the influence of social commerce constructs on purchase intention within the TikTok Shop platform. Despite numerous studies exploring the relationship between social factors and purchasing intention, there is a glaring lack of research specifically targeting TikTok Shop, particularly in the Bandar Lampung region.

Bandar Lampung stands as a dynamically evolving city with a substantial growth in internet users. However, the absence of research focusing on online consumer behavior on specialized platforms like TikTok Shop, which holds increasing popularity among the younger demographic, creates a knowledge void. Within this context, the impact of social commerce constructs such as user interaction, trust, and peer recommendations on purchase intention remains inadequately understood.

Moreover, TikTok Shop presents a distinctive shopping environment through its captivating video content and social functionalities facilitating user interactions. Yet, the influence of these specific constructs on purchasing decisions within the Bandar Lampung context remains largely unexplored. This research gap hinders our comprehension of online shopping dynamics within

the city and the potential opportunities and challenges encountered by businesses seeking to optimize their presence on TikTok Shop.

To address this gap, there is a pressing need for comprehensive and contextually grounded research focusing on social commerce constructs and their implications for purchase intention within TikTok Shop, particularly in the Bandar Lampung setting. Such research endeavors would offer deeper insights into local online shopping behaviors and assist stakeholders in making informed decisions regarding their marketing and sales strategies.

Consumers explore the internet to fulfill their wants and needs and share knowledge with others, including information and experiences they have about products and services. They utilize the social commerce construct for interactions, which generates online social support. TikTok Shop, with its social commerce construct indicators such as recommendations, ratings and reviews, and forums, can enhance customer trust. Increased consumer trust can influence or enhance purchase intentions. Because of this background, the writer decided to write the undergraduate thesis titled **“The Effect of Social Commerce Construct on Purchase Intention with Customer Trust as Mediating Variable in TikTok Shop.”**

## **1.2. Problem Formulation**

The rapid growth of social media has transformed the way consumers engage in online shopping, leading to the emergence of social commerce. TikTok Shop, as a popular platform for social commerce, has attracted the attention of businesses who seek to increase their sales and reach out to their customers. Based on the background, the research problem can be formulated as follows:

1. Does Social Commerce Construct have a significant positive effect on Purchase Intention in TikTok Shop?
2. Does Social Commerce Construct have a significant positive effect on Customer Trust in TikTok Shop?

3. Does Customer Trust have a significant positive effect on Purchase Intention in TikTok Shop?
4. Does Customer Trust mediate the effect of Social Commerce Construct on Purchase Intention in TikTok Shop?

### **1.3. Objective**

Based on the description and research problem stated above, the objectives of this study are as follows:

1. To determine the effect of Social Commerce Construct on Purchase Intention.
2. To determine the effect of Social Commerce Construct on Customer Trust.
3. To determine effect of Consumer Trust on Purchase Intention
4. To determine Customer Trust mediating the effect of Social Commerce Construct on Purchase Intention.



## **II. LITEARATURE REVIEW**

### **2.1. Grand Theory of Marketing**

#### **2.1.1. Definition of Marketing**

Marketing in a company is a wheel that drives the core activities necessary for the company's survival. The role of marketing is crucial in helping the company achieve its goals. The objective of marketing is for the company to sell products and for consumers to buy them. Marketing is one of the company's activities that directly relates to consumers. The company's marketing efforts are directed towards creating a growing and sustainable business amidst intense competition. According to Kotler & Keller (2016), "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, freely exchanging products and services of value with others." This means that marketing is a social process where individuals and groups acquire what they need and want by creating, offering, and exchanging valuable products and services.

#### **2.1.2. Definition of Marketing Management**

Marketing management is a fundamental activity in a company because it ensures the sustainability of the business and allows for its advancement. Marketing management involves identifying and fulfilling consumer needs, understanding consumer desires, and creating and communicating superior customer values. According to Kotler & Keller (2016) "Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." This means that marketing management is the art and science of selecting target

markets, attracting, retaining, and growing customers by creating, delivering, and communicating superior customer value.

According to Kotler & Armstrong (2017) "Marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve company goals." This means that marketing management involves analyzing, planning, implementing, and controlling programs designed to create the process of analysis, implementation, and monitoring to effectively and efficiently achieve organizational goals.

Based on the definitions provided by experts, it can be concluded that marketing management is both an art and a science that encompasses the process of analysis, implementation, and monitoring to effectively and efficiently achieve organizational goals.

## **2.2. Marketing Mix**

Creating products that meet consumer needs must be accompanied by marketing activities aligned with the company's objectives. Marketing revolves around a core concept known as the marketing mix, which consists of controllable variables that can be used to influence the market. The marketing mix significantly affects consumer decisions to purchase products from a company. According to Kotler & Armstrong (2017), the marketing mix is "The set of tactical marketing tools (product, price, place, and promotion) that the firm blends to produce the response it wants in the target market." This means that the marketing mix is a combination of marketing tools such as product, price, place, and promotion that a company utilizes to generate the desired response from the target market. The elements of the service marketing mix, according to Kotler & Keller (2016), are as follows:

- a. Product: It encompasses the entire concept of an object or process that provides value to consumers, including the planning and development of the right products or services to be marketed.
- b. Price: It represents the amount of sacrifice that customers must pay to obtain a product or service.
- c. Place: It relates to where the company conducts its operations or activities, including the selection and management of distribution channels used to deliver products or services.
- d. Promotion: It comprises the activities undertaken by the company to communicate the benefits of the product and influence consumers in their purchasing or service usage decisions based on their needs.
- e. People: It refers to individuals who are directly involved and mutually influence the exchange process of products or services. People involved include employees, consumers, and other customers.
- f. Process: It encompasses all activities, typically involving procedures, job schedules, mechanisms, and locations where services are produced and delivered to consumers.
- g. Physical evidence: The physical environment of a company is the place where services are created, where service providers and consumers interact, and includes any tangible elements used to combine or support the role of those services.

### **2.3. Digital Marketing**

The Indonesian Digital Marketing Association in 2020 stated that there are ten types of digital marketing, namely:

1. Content marketing is a type of digital marketing that focuses on creating and distributing content for the target market.
2. Search Engine Optimization (SEO) is the process of gaining high quality traffic for free or paid.

3. Search Engine Marketing (SEM) is a digital marketing strategy to increase the visibility of a website on search engine results (SERPs) such as Google, Yahoo and Bing.
4. Social Media Marketing (SMM) refers to the use of social media platforms to attract customers. By using social media, businesspeople can build harmonious relationships with consumers.
5. Pay Per Click Advertising (PPC) is a type of marketing such as Google adwords where businesspeople act as advertisers and make payment to every person who visits the website.
6. Affiliate marketing is a type of digital marketing where a person makes a business relationship with a businessman or a company to get a commission for the emerging business traffic.
7. Email marketing uses email as promotional media for the product.
8. Instant messaging marketing is marketing via short messages.
9. Radio Advertising.
10. Television Advertising.

The rapid advancement of technology causes various industrial growth promptly which cannot be prevented and stopped (Dewi & Darma, 2019). Technological developments have brought business development in a positive direction, especially for the businesspeople who can take advantage of technology itself as a means for marketing their business (Nurmansyah, 2019). The use of digital technology has altered the way marketers connect with their consumers today (Ritz et al., 2019). Along with the current advancement of digital technology, the marketing strategy, especially promotion, has become more modern by using internet technology which is called digital marketing (Nadya, 2016; Tresnawati & Prasetyo, 2018). Digital marketing is a marketing action such as branding which applies web-based media, namely blog, website, e-mail and social networks (Fawaid, 2017).

Digital marketing eases the marketers to monitor and provide all the needs of consumers, while consumers can get the information that they are looking for easily by browsing the internet. Digital marketing eases the marketers to

monitor and provide all the needs of consumers, while consumers can get the information that they are looking for easily by browsing the internet (Purwana et al., 2017)

## **2.4. Social Commerce Construct**

### **2.4.1. Definition of Social Commerce**

According to (Hajli, 2015), the social commerce construct is a social platform that emerges through the development of web 2.0, empowering consumers to generate content and share experiences. Social commerce is a business application that utilizes the internet to support social activities and enables users through the internet to persuade individuals in their purchase decisions (N. Hajli & Sims, 2015).

According to Hajli & Sims in 2015, information search in social commerce can occur through three sources (Purwana et al., 2017) namely:

1. Forums and Communities: Forums and communities serve as spaces for sharing information and acquiring knowledge.
2. Ratings and Reviews: Ratings and reviews are evaluations of products made by fellow users on social commerce platforms.
3. Reviews and Recommendations: Reviews and recommendations in social commerce occur when someone shares their assumptions about a product and then recommends it to others.

### **2.4.2. Dimensions of Social Commerce Construct**

According to Hajli (2015), the social commerce construct consists of three dimensions:

- a. Forums and Communities: Forums and communities are features for obtaining information and knowledge. Members of online communities participate in various group activities and share

information with each other through their social interactions and community on a platform.

- b. Ratings and Reviews: Ratings and reviews involve evaluating a product, grouped based on the same product, on a company's website or e-commerce platform.
- c. Recommendations and Referrals: Recommendations and referrals arise when consumers visit a product webpage, based on their interest in a product, and then recommend it to other consumers.



Figure II-1 Social Commerce Construct

## 2.5. Customer Trust

### 2.5.1. Definition of Trust

Trust is always becoming a crucial issue in most economics and social transactions particularly in the online context where there may be a lot of uncertainty. Trust is a central issue in economic and social transactions, particularly in the online context due to uncertainty (Ba & Pavlou, 2002) in Hajli, 2014. Trust is generally defined as "the willingness to depend on an exchange partner in whom one has confidence" (Moorman et al., 1993: 82) in (Shi & Chow, 2015)

There is variation in the understanding of trust, depending on the definition in question. In the e-commerce literature, benevolence and credibility are considered two different types of beliefs (Ba & Pavlou, 2002) in Hajli. Trust based on credibility, often of a personal nature and

rooted in information that refers to the belief that the other party in a transaction can be trusted and is trustworthy (Ba & Pavlou, 2002)

Consumer trust is formed among parties who may not know each other well in transactional activities. Consumer trust is defined as one party's willingness to accept the risk associated with the actions of another party, with the expectation that the other party will take actions that are important to the trusting party, regardless of their ability to monitor and control the actions of the trusted party (Priansa, 2017).

Consumer trust can be described as follows: “Trust is a company's willingness to rely on its business partners. It depends on several factors between the individual and the organization, such as the company's perceived competence, integrity, honesty, and benevolence.” (Kotler & Keller, 2016)

### **2.5.2. Dimention of Trust**

McKnight et al., as cited in (Priansa, 2017), mention two important dimensions of consumer trust:

#### **a. Trusting Belief**

How someone trusts another person in certain conditions. Trusting belief is the consumer's perception of the company where the company possesses characteristics that would benefit the consumer.

There are three points that build trusting belief, as follows:

##### **1 Benevolence**

This relates to how someone can trust the seller in treating the consumer well.

##### **2 Integrity**

Refers to the extent to which someone trusts the seller in upholding and respecting agreements made with the consumer.



### 3 Competency

It is someone's belief in the seller's willingness to help the consumer by doing something related to what the consumer expects. In other words, it's about how successful the seller is in fulfilling the consumer's desires. The main point of competency is the seller's willingness to meet the consumer's desired needs.

#### b. Trusting Intention

It is something planned where parties are willing to be influenced by others. The intention to trust is based on one's perception of another person (Priansa, 2017), mention two elements that shape the intention to trust, including:

##### 1. Willingness to Depend

This is the consumer's willingness to be influenced by the seller in terms of accepting risks or potential negative consequences.

##### 2. Subjective Probability of Depending

This is the consumer's subjective willingness to provide information to the seller and engage in the buying and selling process voluntarily.

## 2.6. Purchase Intention

### 2.6.1. Definition of Purchase Intention

Purchase Intention focuses on an item based on an individual's happiness, and their preference generates a desire for that item, seeing it as beneficial to themselves (Kurniani & Priansa, 2016). Purchase intention is the action of consuming a product in which the consumer has the willingness to buy it.

### 2.6.2. Dimension of Purchase Intention

According to (Priansa, 2017), purchase interest can be measured in different dimensions (Kurniani & Priansa, 2016). In general, these dimensions are related to the following four main aspects:

1. Transactional Interest: a person's dependence on making purchases of goods or services obtained from a company.
2. Referential Interest: a person's dependence on recommending the product to other consumers.
3. Preferential Interest: interest that shares characteristics with consumer behavior in preferring a product.
4. Exploration Interest: an interest that describes a consumer's continuous search for information about the product of interest.

## **2.7. Relationship between Social Commerce Construct and Customer Trust**

Consumers will trust a platform when they have more trust in e-commerce or sellers on e-commerce. Trust determines consumer behavior, such as the exchange of information obtained from the experiences of consumers or customers who have purchased products or services. When buying a product or service online, there is certainly a risk that drives consumers to seek information from various sources related to the product they are looking for.

According to Hajli, the Social Commerce Construct significantly influences consumer trust through trust and confidence among interacting consumers. Social commerce construct and consumer trust are inseparable, as indicated by several studies stating that these factors have a significant impact (Suwandi, 2017). In a study conducted by Hajli, trust is obtained from the Social Commerce Construct, which involves social interactions with consumers, leading to an increase in trust levels (Suwandi, 2017).

In conclusion, the Social Commerce Construct, with aspects such as reviews and ratings, recommendations, forums, and communities, can provide knowledge to consumers when searching for information about desired products. Thus, consumer trust is established as knowledge increases through the Social Commerce Construct on a platform.

## **2.8. Relationship between Consumer Trust and Purchase Intention**

Trust is a key factor in the process of online buying and selling. Consumer trust will influence the decision to make a purchase during online transactions. The process of online buying and selling is different from offline transactions. When consumers shop offline, they can assess products directly by seeing and touching them. In contrast, in online shopping, before consumers purchase a product from a website or e-commerce platform, they will first seek information about the product specifications and compare prices.

According to Harris and Goode, as cited in Anwar & Adidarma, 2016, trust built by entrepreneurs can lead consumers to shop online on their generated websites (Anwar & Adidarma, 2016). The level of consumer trust will affect their purchase interest. Based on the statements mentioned, it can be concluded that consumer trust is a crucial factor in conducting online purchases and can influence the purchase interest of consumers.

## **2.9. Relationship between Social Commerce Construct and Purchase Intention**

Social Commerce Construct has developed ways for individuals to interact and communicate with others through social platforms. Consumers explore the internet to fulfill their desires, needs, and to share their knowledge and experiences. According to Hajli (2015), Social Commerce Construct is a social platform that already exists and empowers individuals to create content and share their experiences on discussion platforms. It also allows other consumers to use information, offer advice, and share their experiences. This means that when consumers engage, companies can create an environment in the consumer space to provide references and reviews to others.

Therefore, there is a significant relationship between Social Commerce Construct and Purchase Intention contributed by consumers (Hajli, 2015). Hajli's research (2015) is also supported by previous studies that individually examined the dimensions of the influence of Social Commerce Construct on

Purchase Intention (Zamrudi, Suyadi, & Abdillah, The Effect of Social Commerce Construct and Brand Image on Consumer Trust and Purchase Intention, 2019).

Thus, based on previous research, it can be concluded that Social Commerce Construct significantly influences Purchase Intention. Social commerce has evolved towards allowing consumers to interact and communicate, influencing consumer behavior through social platforms to affect Purchase Intention.

## 2.10. Previous Research

**Table II-1 Previous Research**

No.	Name	Variable	Research Method	Title	Research Result
1.	Hajli (2015)	Social Commerce Constructs, Intention to Buy, and trust	Structural Equation Modeling (SEM) and Partial Least Squares (PLS) method	Social commerce constructs and consumer's intention to buy	The research results demonstrate a direct and significant influence of SCC on purchase intention. The findings also indicate that trust has a positive effect on purchase intention, consistent with many other Technology Acceptance Models (TAMs). Finally, another result of this study is the positive and significant effect of SCC on trust.
2.	Cahayani, Yuliati (2020)	Social Commerce Construct, Customer Trust, Purchase Intention	This research uses descriptive research and causality by using a quantitative approach. This research consists of two types of variables	The Effect of Social Commerce Construct on Consumer Trust and Purchase Intention	Based on the path analysis result, there is an indirect influence by Social Commerce Construct on Purchase Intention through Consumer. The magnitude of the influence is 25,5%, which means the purchase intention is influenced by social commerce construct aspects created by the company through consumer trust that exists between consumer and company, provided by the seller as a form of Responsibility.
3.	Zaki Zamrudi, Suyadi, Yusri Abdillah Imam 2019	Social Commerce Construct, Brand Image, Customer Trust, and Purchase Intention.	The present study applies Generalized Structured Components Analysis (GSCA)	The Effect Of Social Commerce Construct And Brand Image On Consumer Trust And Purchase Intention	The results has shown that both direct and indirect mediated by trust, social commerce construct has a greater Impact against the purchase intention. The total effect also shows that social commerce construct has a greater effect against the Purchase intention.
4.	Shi & Chow (2015)	Information Based trust (INBT), Identification -	Smart PLS 2.0 for data analysis	Trust development and transfer in	The research results indicate that previous consumer experiences do not influence the development of trust in Social

		based trust (IDBT), Prior experience (PE), Integrity (INT), Competence (COM), Benevolence (BEN), and Electronic word of mouth intention (eWOM)	to systematically examine the measurement and structural model.	social commerce: prior experience as moderator	Commerce Websites (SCWs). However, consumers with higher levels of prior experience with the company tend to rely less on Social Commerce Trust-based information to form trust in the company.
6.	Kim (2013)	Social commerce business models	Nash equilibria of the model	Under what conditions will social commerce business models survive?	The research results indicate that social commerce companies should revisit their original value propositions, where marketing activities should focus more on word-of-mouth diffusion through social networks rather than aggressive multi-media advertising.
7.	Chen et al., (2016)	Consumer impulsiveness, Consumer Urge to Buy Impulsively, Observational Learning and Herding Effect, & Textual Information Quality	ANOVA analyses	Facebook C2C social commerce: A study of online impulse buying	The research findings indicate that the textual IQ of post advertisements, along with the number of "likes," is an important factor as they can increase consumer UBI (User-Based Interaction) in the context of Facebook C2C (Consumer-to-Consumer) groups for "buying and selling."
8.	Hajli & Sims (2015)	Social support, Social Commerce Intention, and Social Commerce constructs	PLS-SEM	Social commerce: The transfer of power from sellers to buyers	The research results show that Social Commerce constructs and consumer activities through this platform have a stronger effect on social commerce intention than social support. These findings identify that participation in social interactions through Social Commerce constructs influences participants' behavior and decisions regarding purchases.
9.	Neelankanda n, (2020)	Social commerce Construct,	The data was collected through a structured	Social commerce constructs and Trust as Influencers of	The results of this study prove that This study reveals the significant impact of trust and social commerce constructs on consumer decision making. This study provides guidance for

		Decision making	questionnaire. Based on 581 respondents, regression analysis was performed to examine its impact.	Consumer Decision Making With Reference to Fashion E-Tailing	marketers to compare the roles of trust & social commerce constructs for marketers to Existence of similarity variables Used in this study namely social commerce construct Existence of differences research used in this study namely absence of variables Decision making strengthen and/or strengthen their use.
10.	Rusli (2021)	Social Commerce Construct, Customer Trust, and Purchase Intention.	SEM PLS	The Effect Of Social Commerce Construct And Customer Trust On Purchase Intention	The results of the path analysis show that the social commerce construct has a positive effect on consumer trust, the social commerce construct has a positive effect on purchase intention, consumer trust has a positive effect on purchase intention, and the social commerce construct has no indirect effect on purchase intention through consumer trust in one's shopping experience.



### 2.11. Theoretical Framework

This framework is designed to serve as a research guide for the author. This hypothesis model aims to understand the direct and indirect effects, with the Social Commerce Construct variable as the independent variable, Purchase Intention as the dependent variable, and Customer Trust as Moderating variable.

The research framework is presented in the figure below:

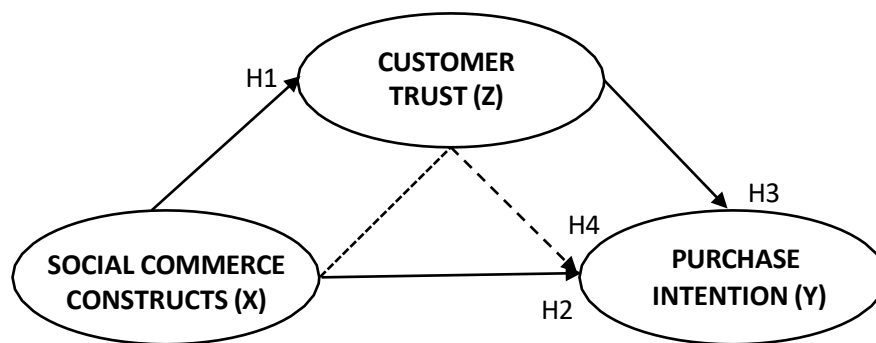


Figure II-2 Theoretical Framework

Source: Processed Data by the Author, 2023

### 2.12. Research Hypothesis

This hypothesis model aims to determine the direct and indirect effects, with the Social Commerce Construct variable as the independent variable, Purchase Intention as the dependent variable, and Customer Trust as Moderating variable.

H1: Social Commerce Construct has a significant positive effect on Consumer Trust

H2: Social Commerce Construct has a significant positive effect on Purchase Intention.

H3: Consumer Trust has a significant positive effect on Purchase Intention.

H4: Customer Trust mediates the effect of Social Commerce Construct on Purchase Intention.

### **III. RESEARCH METHOD**

#### **3.1. Research Methodology**

This research is a descriptive study, where the research is conducted to determine the values of independent variables, whether one or more, without making comparisons or connections to other variables. Based on this statement, this research is a quantitative descriptive study, where the data obtained from the research sample is analyzed according to the statistical method used and then interpreted (Sugiyono, 2017)

The objective of this study is to examine the significant influence of the social commerce construct on purchase intention, with customer trust serving as the mediating variable, within the context of TikTok Shop. The goal is to enable the researcher to understand the outcomes of the social commerce construct's impact on purchase intention, consequently affecting customer trust within the TikTok Shop Platform.

#### **3.2. Object Research**

The object or variable being examined in this study is the social commerce construct as an independent variable, which is the driver of changes or the emergence of the dependent variable, purchase intention, with customer trust serving as the mediating variable within the context of TikTok Shop.

### **3.3. Data Sources**

#### **3.3.1. Primary Data**

According to Sugiyono, 2019, primary data is data generated from the objects under investigation by the researcher using questionnaires distributed to a synchronized group of sample respondents, who are considered to represent the entire population in this study. In this research, primary data is collected through questionnaires and data sources that originate from the respondents, specifically individuals who respond to the researcher's statements. In this context, respondents refer to consumers who use TikTok Shop in Indonesia, particularly in the city of Bandar Lampung.

#### **3.3.2. Secondary Data**

Secondary data is information obtained by researchers from external sources, not collected personally, and has relevance to the research. It can include the company's history, organizational structure, books, literature, articles, and internet websites (Sugiyono, 2019). In this study, secondary data is obtained from national and international journals, articles, as well as previous research related to the Social Commerce Construct, Consumer Trust, and Purchase Intention.

### **3.4. Population and Sample**

#### **3.4.1. Population**

The population is a generalization area consisting of objects and subjects that have specific qualities and characteristics applied by researchers to be studied and then draw conclusions from (Sugiyono, 2017). The population is not just the number of objects or subjects studied, but it includes all the characteristic traits possessed by the objects or subjects to be researched.

From the explanation above, the population in this study is all TikTok Shop social-commerce users in the city of Bandar Lampung,

whose exact number is not yet known. These individuals are actively involved in browsing, interacting with, and potentially making purchases from sellers on the TikTok Shop platform.

### 3.4.2. Sample

The sampling process is carried out to determine a portion of the population by considering the representation of population elements to obtain data and information in the research (Rully Indrawan & Poppy Yaniawati, 2017).

The sampling technique used in this study is non-probability sampling with purposive sampling. Non-probability sampling is a technique for selecting samples that do not provide an option or possibility for each element or member of the population to be chosen as a sample. Meanwhile, purposive sampling is a sampling technique with specific considerations (Sugiyono, 2019). The considerations in this study are TikTok Shop social commerce users who are interested in and have engaged in social commerce activities. The criteria used in this research are gender (male and female), employment status, age 14-28 years (Generation Z, born between 1995-2010), monthly income, and monthly expenses of TikTok Shop social commerce users in the city of Bandar Lampung.

It should be Descriptions that the number of TikTok Shop social commerce users who have visited the platform and are interested in making purchases, especially for Generation Z in Bandar Lampung, is not precisely known. To determine the sample size, the Bernoulli formula (Siregar, 2013) is used as follows:

$$n = \frac{z^2 p \cdot q}{e^2}$$

**Equation 1**

$n$  = Sample size

$z$  = Required value to increase confidence

$p$  = Estimated failure proportion

$q$  = Estimated success proportion (1-p)

$e$  = Maximum tolerable error (0.1)

In this research, a level of significance ( $\alpha$ ) of 5% and a confidence level of 95% are involved to obtain the value of  $Z = 1.96$ . The error rate is set to 10%. Meanwhile, the probability of a questionnaire being correct (pass) or incorrect (fail) is 0.5. Based on the formula above, the results are as follows:

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{0,5^2}$$

$$n = \frac{0,9604}{0,1}$$

$$n = 96,04 = 100$$

Equation 2

Based on the sample calculation, the minimum sample size obtained is 96.04, but the author rounded it up to 100 respondents to avoid errors in data processing and to obtain reliable data results. According to Sugiyono (2017), a suitable sample size falls within the range of 30-500 respondents, so having 100 respondents meets the criteria for good research.

### 3.5. Operational Variable Definition

Operational definition is a component of research that explains how to measure and calculate a variable. It is a description of the concept that has been formulated in the form of indicators. The operational definition for this research is as follows:

Table III-1 Operational Variable Table

Variable	Dimension	Indicator	Scale	No. Item
<b>Social Commerce Construct (X)</b>  Definition: Social commerce construct is a social platform that emerges through the development of web 2.0, empowering consumers to generate content and share experiences.  Source: Hajli (2015)	1. Forum and Communities	Obtaining information	Likert	1
		Obtaining knowledge	Likert	2
	2. Ratings and Review	Product Ratings	Likert	3,4
		Product reviews	Likert	5,7
	3. Recommendation and Referral	Recommendations provided based on products we like	Likert	8,9
		Recommendations given to others	Likert	10
		Referrals given based on interest	Likert	11,12
<b>Customer Trust (Z)</b>  Definition: Consumer trust is built among parties who are not well-acquainted with each other in the transaction process.  Source: McKnight et al, Priansa (2017)	1. Trusting Belief	Benevolence	Likert	1,2
		Integrity	Likert	3
		Competency	Likert	4,5
	2. Trusting Intention	Willingness to Depend	Likert	6
		Subjective Probability of Depending	Likert	7,8
<b>Purchase Intention (Y)</b>  Definition: Purchase Intention focuses on an item based on an individual's happiness, and their preference generates a desire for that item, seeing it as beneficial to themselves  Source: Kurniani & Priansa (2016)	1. Transactional Intention	Transactional Interest in the product	Likert	1
		Desire to make a purchase transaction	Likert	2
	2. Referential Intention	Referential Interest Providing recommendations/suggestions for the product to others	Likert	3
		Sharing positive experiences about the product	Likert	4
	3. Preferential Intention	Product reflects consumer behavior	Likert	5
		The product becomes the preferred choice	Likert	6,7
	4. Exploratory Intention	Searching for information about the product	Likert	8
		Seeking detailed supporting information	Likert	9

### 3.6. Data Collecting Methods

Data collection is a very important step in the research method because the data obtained is expected to be used to facilitate researchers in achieving

research objectives. In this study, data were obtained from the field using an online questionnaire. According to Cholid Narbuko & H. Abu Achmadi (2007) a questionnaire is a list containing a series of questions regarding a problem or field to be studied.

This study uses the Likert scale format, which is designed for respondents to answer at various levels, and each statement is scored to measure the responses. When researchers use the Likert scale, all responses are related to the form of statements or attitudes that can be expressed in sentences. Each item in the Likert scale has a gradation from very positive to very negative, with the following weighting values:

Table III-2 Criteria Score

No.	Criteria	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

(Source: Sugiyono, 2017)

### 3.7. Data Analysis Technique

#### 3.7.1. Quantitative Analysis

Based on the hypotheses and research design, the collected data will be analyzed using path analysis techniques. According to Prof. Dr. Imam Ghozali (2011), path analysis is used to determine whether customer satisfaction variables are mediating variables or interventions, and its function is to mediate the relationship between independent variables and dependent variables. Path analysis is an extension of multiple regression analysis, or, in other words, path analysis is the use of regression analysis to estimate causal relationships between variables that have been predetermined based on theory. The analysis model used is Partial Least Squares (PLS), which is a variance-based Structural Equation Modeling (SEM) analysis that can simultaneously test measurement models and structural models. Partial Least Squares (PLS) is a multivariate statistical technique that compares multiple independent variables with multiple



dependent variables. PLS is a powerful analysis method because it can be applied to all data scales, does not require many assumptions, and does not require a large sample size.

The reason behind choosing the PLS analysis model for this study is that the model formed in the conceptual framework of this study shows a hierarchical causal relationship: SCC effect Customer Trust, SCC effect Purchase Intention, Customer Trust affect the Purchase Intention. This study uses latent variables measured through indicators. PLS is suitable for confirming the indicators of a concept/construct/factor. Variance-based SEM with the PLS method is one of the multivariate statistical techniques that allow a series of analyses of several latent variables simultaneously, thus providing statistical efficiency.

### **3.7.2. Model Specification**

#### **3.7.2.1. Outer Model**

The measurement model used to describe the relationship between blocks of indicators and their latent variables is called the outer model (Willy Abdillah & Jogyanto Hartono, 2015) in this model, latent variables are connected to their indicators. In other words, the outer model defines how each indicator is related to other variables.

#### **3.7.2.2. Inner Model**

The inner model, also known as the structural model, describes the relationships between latent variables based on substantive theory.

### **3.7.3. Model Evaluation**

#### **3.7.3.1. Measurement Model (Outer Model)**

The measurement model used to describe the relationship between blocks of indicators and their latent variables is called the outer model (Willy Abdillah & Jogyanto Hartono, 2015). In this model, latent variables are connected to their indicators. In other words, the outer model defines how each indicator is related to other variables. The tests in the Outer Model include:

#### **3.7.3.2. Convergent Validity**

Convergent validity of the measurement model can be seen from the correlation between indicator scores and variable scores. Indicators are considered valid if they have an AVE value above 0.5 or if all loading values of dimension variables have loading values  $> 0.5$ , indicating that the measurement meets the convergent validity criteria (Willy Abdillah & Jogyanto Hartono, 2015).

#### **3.7.3.3. Discriminant Validity**

According to Willy Abdillah & Jogyanto Hartono, (2015) the model is considered to have sufficient discriminant validity if the cross-loading value between constructs is greater than the cross-loading value between constructs and other constructs in the model.

#### **3.7.3.4. Reliability**

Cronbach's Alpha and Composite Reliability values are used for reliability (Willy Abdillah & Jogyanto Hartono, 2015). Cronbach's Alpha measures the lower limit of the reliability value of a construct, while Composite Reliability measures the actual reliability value of a construct. A

construct or variable is considered reliable if it has a Cronbach's Alpha value  $> 0.7$  and Composite Reliability  $> 0.7$ .

#### **3.7.3.5. Structural Model Evaluation (Inner Model)**

To predict the presence of causal relationships between latent variables, the structural or inner model is used, including the Coefficient of Determination ( $R^2$ ) and Path Coefficients ( $\beta$ ) as the basis for examining and confirming relationships between constructs (Willy Abdillah & Jogyanto Hartono, 2015)

### **3.8. Mediation Testing**

Mediation testing aims to detect the position of intervening variables. To test the significance of indirect effects, it is necessary to test the t-value of the ab coefficient. The t-value is compared with the t-table value, and if the t-value is higher than the t-table value, it can be concluded that there is a mediation effect. Then, the nature of the relationship between variables is observed, whether it is perfect mediation, partial mediation, or no mediation. The method for examining mediation variables is as follows:

1. Examine the direct effect of exogenous variables on the endogenous variable in the model involving mediation variables.
2. Examine the direct effect of exogenous variables on the endogenous variable without involving mediation variables.
3. Examine the effect of exogenous variables on mediation variables.
4. Examine the effect of mediation variables on the endogenous variable (Solimun, 2012).

Mathematical models are assumed, with social commerce constructs (X), purchase intention (Y), and customer trust (Z) attached as follows:

1. Social commerce constructs on purchase intention is depicted as  $Y = f(X)$ .

2. Social commerce constructs on customer trust is depicted as  $Z = f(X)$ .
3. Customer satisfaction on purchase intention is depicted as  $Y = f(Z)$ .
4. Social commerce constructs on purchase intention, mediated by customer trust, is depicted as  $Y = f(X, Z)$ .

Mediation has several types based on the influence it produces. According to Baron & Kenny (1986), mediation can be divided into 3 types, including:

1. Full Mediation: This occurs when there is an indirect effect but no direct effect between the variables being tested.
2. Partial Mediation: This occurs when there is both a direct effect and an indirect effect, meaning that mediation is accompanied by a direct effect on the tested variable.
3. No Mediation: This is a situation where the indirect influence is not significant, indicating that the mediating variable does not mediate between variables X and Y.

### 3.9. Hypothesis Testing

According to (Willy Abdillah & Jogyanto Hartono, 2015) the significance of hypothesis testing can be determined by comparing the values of the t-table and t-statistic. If the t-statistic is higher than the t-table value, it means the hypothesis is supported or accepted in this research at a confidence level of 95 % (alpha 5%).

1. Formulating Hypothesis
  - a)  $H_0$ : There is no influence from each independent variable (X) on the dependent variable (Y).
  - b)  $H_1$ : There is a positive influence from each independent variable (X) on the dependent variable (Y).
2. Determining the t-table and calculating the t-statistic:
  - a) The t-table at a significant level of 5% (0.05) is 1.98.
  - b) The t-statistic is obtained from the PLS calculations.
3. The decision criteria at a significance level of 5% are as follows:

- a) If the  $t\text{-statistic} > t\text{-table}$ , then  $H_0$  (null hypothesis) is rejected, and  $H_1$  (alternative hypothesis) is accepted. This means there is an influence between variable (X) and variable (Y).
  - b) If the  $t\text{-statistic} < t\text{-table}$ , then  $H_0$  is accepted, and  $H_1$  is rejected. This means there is no influence between variable (X) and variable (Y).
4. Conclusion

Based on the calculations above, a comparison is made between the  $t\text{-statistic}$  and the  $t\text{-table}$  or using probability to draw a conclusion about whether  $H_0$  is rejected and  $H_1$  is accepted or vice versa.

## **V. CONCLUSSION AND SUGGESTION**

### **5.1. Conclusion**

The findings of this research shed light on the relationships between the Social Commerce Construct, Customer Trust, and Purchase Intention within the context of TikTok Shop. The statistical analysis and hypothesis testing have yielded the following conclusions:

- 1) The Effect of Social Commerce Construct on Customer Trust in TikTok Shop: The Social Commerce Construct has a significant and positive impact on Customer Trust. This means features like product recommendations, ratings, and user reviews play a crucial role in influencing consumer behavior by enhancing trust in the products or services offered. These features reduce customer uncertainty in online purchases by providing extra information and direct testimonials from relevant experiences. The substantial impact of the Social Commerce Construct on Consumer Trust leads customers to feel satisfied with the features available on TikTok Shop and is influenced by other factors not examined in this study, such as Brand Image, Service Quality, Product Quality, and Price. Therefore, there is a need for TikTok Shop to enhance customer trust in shopping with TikTok Shop sellers.
- 2) The Effect of Social Commerce Construct on Purchase Intention in TikTok Shop: The significant and positive impact of the Social Commerce Construct on Purchase Intention indicates that TikTok Shop customers are satisfied with the features available and are influenced by other factors not explored in this study, such as product attributes, price perception, and promotions. Therefore, TikTok Shop needs to enhance customer purchase intent performance in shopping with TikTok Shop sellers.

- 3) The Effect of Customer Trust on Purchase Intention in TikTok Shop: Based on the earlier analysis, Customer Trust has been found to significantly and positively affect Purchase Intention. The substantial influence of Customer Trust on Purchase Intention suggests that customers feel confident with the features available in TikTok Shop and are influenced by other factors not investigated in this study, such as past experiences, website quality, and so forth. Therefore, TikTok Shop needs to improve both trust and purchase intent performance of customers in shopping with TikTok Shop sellers.
- 4) The Indirect Effect of Social Commerce Construct on Purchase Intention through Customer Trust in TikTok Shop: Customer Trust mediates the relationship between the Social Commerce Construct and Purchase Intention. This study confirms that Customer Trust mediates the relationship between the Social Commerce Construct and Purchase Intention, underscoring the crucial role of trust in facilitating relationships among key elements in the social commerce context. These findings highlight the importance of building and maintaining customer trust to enhance purchase intention in the social commerce.

## **5.2. Suggestion**

Based on the research findings, several suggestions that the researcher can provide that may be beneficial for both the company, namely Social Commerce TikTok Shop, and future researchers are:

### **5.2.1. Suggestion for the Company**

For the Company, here are some suggestions:

- 1.) Social Commerce platform TikTok Shop must maintain its good review and ratings by taking actions that can enhance the quality of service and the products sold by sellers on TikTok Shop, such as providing product recommendations tailored to consumer needs.
- 2.) It is recommended that TikTok Shop fulfill consumer desires by providing honest product information, prioritizing consumer



satisfaction, being clear in specifying product specifications to consumers, providing shipping information that aligns with estimates, and meeting consumer expectations.

- 3.) Providing excellent service can stimulate interest in purchasing and engaging with social commerce platforms. TikTok Shop, as the primary choice for consumers, can offer discounts, shipping promotions, and other promotions without compromising product quality and completeness as advertised by sellers.
- 4.) Additionally, TikTok Shop should effectively develop aspects of the Social Commerce Construct, supported by excellent service and a commitment to product quality, to reduce buyer complaints and create a positive impression that encourages consumers to trust sellers in fulfilling their promises.

#### **5.2.2. Suggestion for Sellers:**

For TikTok Shop sellers, here are some suggestions:

- 1) **Maintain Positive Reviews and Ratings:** Sellers should prioritize maintaining positive reviews and ratings on social commerce platforms like TikTok Shop. This can be achieved by consistently delivering high-quality products and excellent customer service. Taking proactive measures to enhance the quality of service and products, such as providing personalized product recommendations tailored to consumer needs, can help in this regard.
- 2) **Provide Honest Product Information:** Sellers should ensure transparency and honesty in providing product information to consumers. This includes clearly specifying product specifications, providing accurate shipping information, and meeting consumer expectations. By prioritizing consumer satisfaction and delivering on promises, sellers can build trust and loyalty among customers.
- 3) **Offer Value-added Services and Promotions:** To stimulate interest in purchasing and engage with social commerce platforms, sellers can

offer value-added services and promotions. This can include discounts, shipping promotions, and other incentives without compromising product quality. By effectively leveraging promotions and providing excellent service, sellers can attract more customers and drive sales on platforms like TikTok Shop.

### **5.2.3. Suggestion for Future Research**

For future researchers, here are some suggestions:

- 1) Increase the sample size, vary sample characteristics, and broaden the distribution of questionnaires.
- 2) Research with different objects to provide insights for companies.
- 3) It is advisable to use other variables besides Consumer Trust and Purchase Intention that influence Social Commerce Construct.

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