Indonesian Journal of Islamic Economics Research
Available at https://ejournal.uinsalatiga.ac.id/index.php/ijier

How tiktok shop drives beauty product purchase intentions among moeslem gen Z women in Medan

Indra Hermawan[1]*

[1]*Management Sciences, Faculty of Economics and BusinessUniversitas Sumatera Utara, Indonesia*

ARTICLE INFO

Article history:
Received: 2024-09-25
Revised: 2024-11-01
Accepted: 2024-12-17

Keywords:
Constructs; Purchase Intention; Social Commerce Trust; Tiktok

ABSTRACT

This study examines the relationship between social commerce constructs, customer trust, purchase intentions, focusing on beauty products on TikTok. Using a quantitative approach and survey method, data were collected from Muslim women of Generation Z in Medan City. Findings indicate that the direct relationship between social commerce constructs and customer trust is not significant, suggesting a minimal influence of these constructs on trust. Similarly, the direct impact of social commerce constructs on purchase intentions was also found to be insignificant. However, a significant positive relationship emerged between customer trust and purchase intentions, underscoring role of trust in influencing purchase decisions. This study highlights the importance of cultivating customer trust to enhance purchase intentions within social commerce. While the direct effects of social commerce constructs on trust and purchase intentions may be limited, maintaining trust remains crucial for effectively boosting purchase intentions. Further research is suggested to identify additional influential factors.

***

Penelitian ini mengkaji hubungan antara konstruk social commerce, kepercayaan pelanggan, dan niat beli dalam konteks produk kecantikan di TikTok. Dengan pendekatan kuantitatif melalui metode survei, data dikumpulkan dari perempuan Muslim Generasi Z di Kota Medan. Temuan menunjukkan bahwa hubungan langsung antara konstruk social commerce dan kepercayaan pelanggan tidak signifikan, yang mengindikasikan pengaruh minimal dari konstruk ini terhadap kepercayaan. Demikian pula, pengaruh langsung konstruk social commerce terhadap niat beli juga tidak signifikan. Namun, terdapat hubungan positif signifikan antara kepercayaan pelanggan dan niat beli, menyoroti peran penting kepercayaan dalam memengaruhi keputusan pembelian. Studi ini menekankan pentingnya membangun kepercayaan pelanggan untuk meningkatkan niat beli dalam lingkungan social commerce. Meskipun efek langsung konstruk social commerce terhadap kepercayaan dan niat beli mungkin terbatas, pemeliharaan kepercayaan tetap penting untuk mendorong minat beli secara efektif. Penelitian lanjutan disarankan untuk mengidentifikasi faktor tambahan yang berpengaruh.

How to cite:
Hermawan, Indra. (2024). Unveiling the Power of TikTok Shop: How Social Commerce Drives Beauty Product Purchase Intentions Among Moeslem Women Gen Z in Medan.*Indonesian Journal of Islamic Economics Research*, 6(2). 132-146. DOI: https://doi.org/10.18326/ijier.v6i2.2495

[1] *Correspondence author: indrahermawan@student.usu.ac.id

1.INTRODUCTION

In recent years, social commerce has reshaped consumer interaction, particularly in urban areas like Medan, where digital platforms are becoming primary shopping destinations. Platforms such as TikTok, with its seamless fusion of social media and e-commerce, are transforming consumer engagement, especially among Generation Z users who make up a significant portion of Indonesia's digital landscape. For these young, tech-savvy consumers, social commerce offers a sense of community and engagement that goes beyond traditional e-commerce. This unique environment appeals to Medan's urban youth, whose purchase intentions are increasingly influenced by interactive, user-generated content and peer recommendations that play a crucial role in shaping perceptions of authenticity and trust.

In Medan, however, the rapid rise of social commerce on platforms like TikTok has introduced both opportunities and challenges for businesses, particularly in sectors like beauty products, where trends shift rapidly, and consumer choices are influenced by visual appeal and social proof. Unlike other forms of e-commerce, TikTok's social commerce thrives on a high degree of interactivity, where influencers and users co-create content, enabling a dynamic flow of recommendations and feedback that directly impacts brand image and consumer purchase intentions. Given the visually driven and trend-sensitive nature of beauty products, TikTok's format uniquely amplifies user influence, creating a cycle where personal expression and community interaction fuel purchasing behaviors.

Despite these opportunities, there are concerns related to building sustainable trust in social commerce settings. Studies in the Indonesian context, emphasize that while social commerce encourages engagement, it also presents perceived risks related to privacy, security, and product authenticity. These concerns are particularly pertinent in Medan, where Generation Z consumers are highly responsive to digital trends yet cautious of potential risks in online transactions. Trust, in this context, becomes a critical factor in converting consumer interest into purchase intention. The ability to provide a transparent and reliable platform where users feel secure in their purchases is essential for businesses to maintain and grow their customer base on TikTok.

Furthermore, trust in TikTok's social commerce environment in Medan is influenced by factors such as perceived usefulness, emotional support, and informational support. For instance, consumers are more likely to trust a brand or product when they perceive TikTok's interface as easy to use, secure, and efficient. (Nasution et al., 2022) have identified that these elements contribute to the ease of use and comfort within the TikTok Shop feature, reinforcing consumer confidence and potentially increasing purchase intentions. Therefore, businesses must consider these factors in their strategy to leverage social commerce effectively. For beauty brands, this might involve optimizing TikTok features like live streaming and interactive Q&A sessions, where brands can engage directly with consumers, addressing their queries and providing authentic information to build confidence.

Another vital factor in influencing purchase intentions on TikTok is the role of user-generated content, which has a profound impact on Gen Z's shopping decisions. In Medan, where social commerce is still evolving, user-generated content functions as a digital word-of-mouth mechanism that enhances credibility and fosters trust among consumers. Reviews, product demonstrations, and peer recommendations serve as powerful tools that influence Medan's Gen Z (born 1997 -2012) Moslem Women consumers, who place high value on peer insights over traditional advertising. (Mafruchah et al., 2023) highlight that leveraging user-generated content on platforms like TikTok

can positively influence consumer perceptions and motivate purchase intentions. This trend is particularly influential in the beauty industry, where consumers seek authenticity and relatable content before committing to purchases.

The current study focuses on exploring how these various constructs—social commerce features, customer trust, and purchase intention—interact within the TikTok ecosystem among Medan's Gen Z Moslem Women population, particularly in the context of beauty products. The study will investigate how elements such as personalization, interactivity, and virtual customer experience contribute to consumer engagement and foster a sense of trust. Furthermore, it aims to assess the roles of emotional and informational support, perceived usefulness, and perceived risk in shaping purchase intentions. By concentrating on these constructs, the study intends to provide targeted insights that can help beauty brands in Medan optimize their social commerce strategies, creating a consumer experience that balances engagement with security and trustworthiness.

Understanding these dynamics is crucial for brands aiming to navigate the competitive landscape of social commerce effectively. In a marketplace where user experience and trust are pivotal, this research seeks to offer practical insights that enable businesses to craft strategies suited to the specific needs of Medan's Gen Z) Moslem Women consumers on TikTok. By focusing on the beauty product sector, which is highly visual and interaction-driven, this study aims to bridge the gap between consumer expectations and brand offerings, highlighting how social commerce constructs can be fine-tuned to enhance purchase intentions and foster long-term customer loyalty in a rapidly evolving digital economy.

2. LITERATURE REVIEW

2.1 Social Commerce Constructs

Social commerce has become a significant aspect of online shopping, with platforms like TikTok Shop gaining prominence in facilitating transactions (Meiriza & Sawitri, 2023). TikTok Shop allows users and creators to promote and sell products through the TikTok application, catering to businesses and consumers alike (Veronica & Keni, 2022). Studies have delved into various factors influencing purchasing decisions within social commerce platforms like TikTok Shop, such as electronic word of mouth (e-WOM), consumer trust, ease of use, privacy, security, and efficiency (Febriyanti et al., 2023; Nasution et al., 2022). These factors play a crucial role in shaping consumer behavior and purchase intentions within the realm of social commerce.v Research has shown that elements like brand, price, and labeling significantly impact purchase intentions, particularly in the context of beauty products like halal cosmetics. Furthermore, the influence of sales promotions, hedonic shopping motivations, and shopping lifestyles on impulsive buying behaviors in e-commerce platforms like TikTok Shop has been explored. Impulsive buying phenomena within TikTok Shop have also been studied, shedding light on the impulsive tendencies of consumers in this digital marketplace (Munajat et al., 2023).

The application of persuasive communication strategies and techniques, as well as the role of service quality and product reviews, has been investigated to understand their effects on customer satisfaction and repurchase intentions within TikTok Shop. Additionally, legal accountabilities concerning product damages during transportation processes in transactions made through TikTok Shop have been examined, highlighting the legal aspects of e-commerce transactions. Moreover, the impact of advertisements, cash on delivery (COD) systems, and free shipping promotions on

purchasing decisions within TikTok Shop among university students has been a subject of interest (Marpaung & Lubis, 2022; Lubis & Imsar, 2022). Studies have also explored the influence of ease of use, social media presence, pricing, and consumer trust on purchase intentions using TikTok Shop, emphasizing the multifaceted nature of factors affecting consumer behaviors in online shopping environments (Harahap et al., 2022). The significance of user experiences, trust, and online shopping satisfaction in driving repeat purchases within TikTok Shop has been highlighted, showcasing the importance of these aspects in fostering customer loyalty. Moreover, the interplay between customer satisfaction, online business trust, and customer loyalty during the COVID-19 pandemic has been scrutinized, underscoring the resilience and adaptability of online businesses like Bougainvilea.

Furthermore, the impact of satisfaction, word-of-mouth recommendations, and perceived usefulness on repurchasing intentions of local beauty products in Jakarta has been investigated, providing insights into consumer behaviors specific to certain regions and product categories (Veronica & Keni, 2022). Endorsements and product reviews have been found to significantly influence purchase intentions, emphasizing the role of credibility and content quality in shaping consumer decisions. In conclusion, the literature review on the construction of social commerce in TikTok Shop and its significant positive influence on purchase intentions, particularly regarding beauty products, encompasses a wide array of factors ranging from e-WOM and consumer trust to service quality, legal considerations, and persuasive communication strategies. These studies collectively contribute to a comprehensive understanding of the dynamics at play within social commerce platforms like TikTok Shop, shedding light on the intricate interplay of various elements that shape consumer behaviors and purchase intentions in the digital marketplace.

H1: Social commerce constructs significantly influence purchase intention.

2.2 Customer Trust

Social commerce, especially within the context of TikTok Shop, significantly influences consumer trust in beauty products. The integration of social commerce platforms like TikTok Shop has revolutionized how consumers engage with and perceive beauty products. Research has indicated that factors such as ease of use, privacy, security, efficiency, guidance shopping affordance, social media presence, and price all play a role in shaping consumers' perceptions and decisions within social commerce environments (Nasution et al., 2022; Burhanudin & Baihaqi, 2022); Harahap et al., 2022). Furthermore, elements like emotional support, informational support, perceived usefulness, and perceived risk are identified as crucial in enhancing consumer trust during the purchasing process through platforms like TikTok Shop. The social dimension of social commerce, encompassing user ratings, referrals, and online communities, significantly impacts consumer behavior and trust in the products offered (Jacobsen & Barnes, 2017). The influence of social interactions and social presence empowers consumers to share experiences and make informed purchasing decisions, particularly during challenging periods like the COVID-19 pandemic, underscoring the significance of social commerce in fostering consumer trust (Rashid et al., 2022). Additionally, the impact of social identity on social commerce for millennial shoppers emphasizes how social factors can influence consumer perceptions and behaviors within these platforms (Jacobsen & Barnes, 2017).

Regarding TikTok Shop specifically, factors such as advertisements, cash-on-delivery systems, free shipping promotions, and online shopping experiences have been examined to understand their influence on purchase decisions among consumers, particularly students (Marpaung & Lubis, 2022; Harahap et al., 2022). These factors not only affect immediate purchase decisions but

also contribute to establishing long-term customer loyalty and repeat purchases (Lova et al., 2023). Moreover, the role of social interaction, cultural perspectives, and the fear of missing out in driving impulse buying behaviors on social commerce platforms like TikTok Shop highlights the intricate interplay of psychological and social factors in consumer decision-making.

H2: Social commerce constructs significantly influence customer trust.

2.2 Purchase intention

Customer trust in e-commerce platforms like TikTok Shop significantly influences purchase intentions, particularly in the beauty product sector. Various studies have explored this relationship, highlighting the pivotal role of trust in shaping consumer behavior. The direct impact of trust on purchase intentions in social commerce platforms. Additionally, research by (Masri et al., 2021) and (Mafruchah & Hartono, 2023) demonstrated the importance of customer trust as a mediator in influencing purchase intentions in online vendor relationships and social commerce platforms. Moreover, 's study (Husna et al., 2022) focused on the mediation effects of customer trust on the influence of social media marketing and customer relationship management on online purchase intentions, emphasizing the intricate relationship between trust, marketing strategies, and purchase intentions. (Chen & Yang, 2023) highlighted how influencer trust and attachment significantly affect consumer purchase intentions, further underlining the role of trust in e-commerce settings.

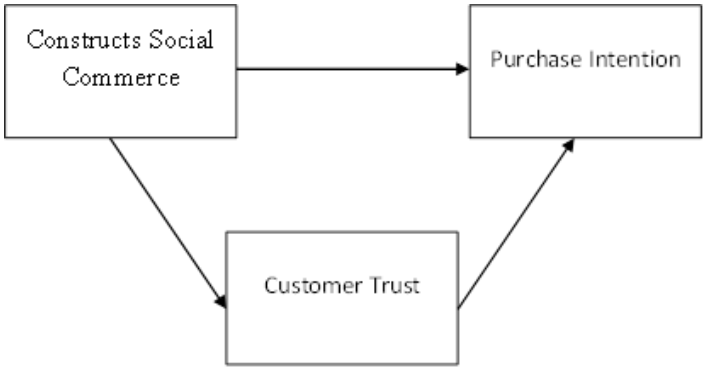
Furthermore, (ATA et al., 2021) delved into how customer e-trust influences purchase intentions by shaping consumers' risk perceptions and benefit considerations. (Lin & Nuangjamnong, 2022) explored the impact of customer trust on engagement in TikTok Live Streaming Shopping, indicating that trust in community members, broadcasts, and products significantly influences customer engagement and purchase intentions. The synergy effect of trust with other beliefs in television shopping, emphasizing the crucial role of trust in strengthening the relationship between perceived benefits and purchase intentions. (Li & Zhong, 2019) highlighted how online social marketing behavior positively impacts customer trust, further emphasizing the pivotal role of trust in shaping purchase intentions in e-commerce settings.

In conclusion, these studies collectively underscore the significant influence of customer trust in TikTok Shop on purchase intentions in the beauty product sector. By understanding the intricate relationship between customer trust and purchase intentions, businesses can implement trust-building strategies to enhance consumer confidence and drive purchase behavior in e-commerce platforms like TikTok Shop.

H3: Customer trust significantly influences purchase intention.
H4: Social commerce constructs significantly influence purchase intention, with consumer trust as a mediating variable.

Conceptual model in the literature review construct followed by Figure 1:

Figure 1. Framework construct



3.METHODOLOGY

3.1 Research Design & Sample

The research design for this study involves a quantitative approach utilizing a survey method to explore the mediating effect of customer trust on the relationship between social commerce constructs and purchase intention in TikTok Shop within the context of beauty products. The population for this study consists of Moeslem Women Generation Z in Medan City, estimated at approximately 383,556 according to the Badan Pusat Statistik (Central Statistics Agency). Hair et al. (2017) suggested that the minimum sample size should be (Total indicators x 5), and the maximum sample size should be (Total Indicators x 10), resulting in a sample size of 130 respondents (13 items x 10).

The sampling technique employed in this research is non-probability sampling using purposive sampling. This technique was chosen because the sample must meet specific criteria. The sample criteria for this study include being Moeslem, female, residing in Medan City, aged between 12 and 29 years old, and having made at least one purchase of beauty products from TikTok Shop in the last three months. The study will be conducted from April to June 2024. The questionnaires will be distributed using two methods: offline and online. The offline distribution method involves researchers directly approaching respondents at their locations, while the online distribution method involves dissemination through the researcher's social media platforms.

3.2 Research Constructs and Measurement Items

The questionnaire was designed using variable items adopted from several previous research that construct this research. The scale used for measuring the variables tested is a Likert scale (5 is strongly agree and 1 is strongly disagree). There are 8 questionnaire items, with 4 items for social commerce construct, 4 items for customer trust and 5 items for Purchase intentions. The study focuses on following constructs:

1. **Social Commerce Construct** : the following items for SCC adopted from (Hajli & Sims, 2015) and such as “I receive and trust beauty product recommendations recommended by other customers.”, “I trust the ratings and reviews of beauty products.”, I receive emotional support when I encounter issues with the products offered.”, “ I feel that the products offered cater to my needs and interests.”

2. **Customer Trust**: the following items for Customer Trust such as "I believe in the integrity of beauty product providers on TikTok Shop.", "I trust the competence of beauty product providers on TikTok Shop.","I feel safe shopping from beauty product providers on TikTok Shop.", "I sense the kindness of the beauty product providers on TikTok Shop."
3. **Purchase Intention** : the following items for Customer Trust adopted from (Mafruchah & Hartono, 2023) such as : "I tend to buy beauty products at Tiktok Shop.", "I am interested in seeking information about beauty products on TikTok Shop.", "I am interested in purchasing beauty products on TikTok Shop." , "The information on TikTok Shop influences me to purchase beauty products.", "I feel the desire to purchase beauty products on TikTok Shop."

3.3 Data Analysis

The hypothesized relationship in this study was analyzed through structural equation model using PLS 3.0. The analysis aimed to determine the demographics of the respondents, followed by validity and reliability check evaluation and then bootstrapping to evaluate the correlation between variables which were then presented and discussed by the researcher.

4. RESULT

4.1 Demograhpic of Respondents

The demographic data of respondents in this study includes Age, Occupation, Expenditure, and Purchase Intensity in TikTok Shop over the last three months. The majority of respondents were aged between 24-29 years, comprising 68 respondents (52.3%), followed by respondents aged 18-23 years, totaling 47 (36.2%), and 12-17 years with 15 individuals (11.5%). In terms of occupation, the majority of respondents were students, totaling 67 respondents (51.5%), followed by entrepreneurs with 24 respondents (18.4%), private employees with 20 respondents (15.3%), civil servants with 11 respondents (8.4%), and others with 8 respondents (6.1%). Regarding expenditure, most respondents spent Rp. 2,000,000 - Rp. 4,000,000, totaling 86 respondents (66.1%), less than Rp. 2,000,000 with 23 respondents (17.7%), and above Rp. 4,000,000 with 21 respondents (16.2%). As for the intensity of purchasing beauty products in TikTok Shop in the last 3 months, the majority of respondents made purchases 1-3 times, totaling 77 (59.2%), followed by 4-5 times with 49 (37.7%), and above 5 times with 4 respondents (30.1%).

4.2 Validity & Reliability measurement model

Table 1. Reliability and convergent validity of the measurement model

			CA	**CR**	**AVE**
Social Commerce Constructs	SCC01	0.306	0,616	0.765	0.475
	SCC02	0.874			
	SCC03	0.651			
	SCC04	0.785			
Customer Trust	CT01	0.110	0.759	0.755	0.505

	CT02	0.432			
	CT03	0.963			
	CT04	0.954			
Purchase Intention	PI01	0,842	0.766	0.812	0.509
	PI02	0.904			
	PI03	0.886			
	PI04	0.388			
	PI05	0.253			

The analysis of the given constructs shows varying degrees of reliability and validity. For the "Social Commerce Constructs," the Cronbach's Alpha (CA) value is 0.616, which indicates relatively low internal reliability as an ideal CA value is above 0.7. This suggests that the items measuring this construct may not be consistent with each other. The Composite Reliability (CR) for this construct is 0.765, which is higher than the CA, indicating better overall reliability when considering all items together. However, the Average Variance Extracted (AVE) value is 0.475, which is below the recommended threshold of 0.5. This suggests that the construct may not adequately explain the variance of its indicators.

For "Customer Trust," the CA value is 0.759, showing good internal reliability as it is above 0.7, indicating sufficient consistency among the measuring items. The CR is slightly lower at 0.755, but still suggests acceptable overall reliability for this construct. The AVE value is 0.505, which is above the threshold of 0.5, indicating that this construct has adequate convergent validity.

The "Purchase Intention" construct shows a CA value of 0.766, indicating good internal reliability and sufficient consistency among the measuring items. The CR is 0.812, which is higher than the CA, suggesting high reliability when considering all items together. The AVE value is 0.509, slightly above the threshold of 0.5, indicating that this construct has adequate convergent validity.

Further analysis reveals that the "Social Commerce Constructs" shows the lowest reliability among the three constructs in terms of both CA and AVE. It may be necessary to review the items measuring this construct to enhance its reliability. While "Customer Trust" and "Purchase Intention" constructs exhibit better reliability, efforts should still be made to improve their CA and AVE values to achieve more robust results. The AVE value for "Social Commerce Constructs" being below 0.5 indicates that more than half of the variance explained by this construct is not from the construct itself but possibly from measurement error or other factors. In contrast, the AVE values for "Customer Trust" and "Purchase Intention" being above 0.5 indicate good convergent validity, meaning the indicators used indeed reflect the intended constructs.

In summary, while "Customer Trust" and "Purchase Intention" demonstrate acceptable reliability and validity, the "Social Commerce Constructs" needs improvement in its measurement items to enhance both reliability and validity. Further confirmatory factor analysis (CFA) may be required to verify the factor structure of each construct and ensure their robustness.

Table 2. Discriminant validity of the measurement model

	Customer Trust	Purchase Intention	Social Commerce Constructs
Customer Trust	0.713		
Purchase Intention	0.713	0,711	
Social Commerce Constructs	-0.405	-0,143	0,689

The provided correlation matrix displays the correlations between constructs. Discriminant validity refers to the extent to which a construct is truly distinct from other constructs in the model. It ensures that measures of different constructs are not highly correlated, indicating that they are measuring separate underlying concepts. From these correlations, we can observe that:

- The correlations between each construct and itself are perfect (1.000), which is expected.
- The correlations between Customer Trust (CT) and Purchase Intention (PI), and between CT and SCC are 0.713 and -0.405, respectively. These correlations indicate discriminant validity as they are not extremely high.
- The correlation between PI and SCC is -0.143, suggesting discriminant validity between these constructs as well.

In summary, the model demonstrates discriminant validity as the correlations between constructs are not excessively high, indicating that each construct measures a distinct concept within the model.

4.3 Structural Model

The table 3. presents the results of a structural equation model (SEM) analysis, detailing both direct and indirect effects among the constructs. Here is an in-depth analysis:

Path coefficient indicates a negative relationship between Social Commerce Constructs and Customer Trust. However, the relationship is not statistically significant as the p-value (0.239) is greater than the conventional threshold of 0.05. The T-statistic of 1.179 further supports this lack of significance, suggesting that the influence of social commerce constructs on customer trust is negligible in this model. The positive path coefficient indicates a direct positive relationship between Social Commerce Constructs and Purchase Intentions. Yet, this relationship is not statistically significant, as evidenced by a p-value of 0.330 and a T-statistic of 0.974. Thus, the direct impact of social commerce constructs on purchase intentions appears minimal. This path shows a strong positive relationship between Customer Trust and Purchase Intentions, which is highly statistically significant (p-value < 0.001). The T-statistic of 10.421 indicates a robust effect, confirming that customer trust significantly enhances purchase intentions. The negative indirect path coefficient suggests that the influence of Social Commerce Constructs on Purchase Intentions through Customer Trust is negative, but not statistically significant (p-value = 0.259). The T-statistic of 1.130 supports this, indicating that the indirect effect is weak.

Hypothesis 1, which posited that social commerce constructs significantly influence purchase intentions, is not supported by the data obtained. The relationship is negative and not significant (β = -0.405, t = 1.179, p = 0.239).

Hypothesis 2, which posited that social commerce constructs significantly influence customer trust, is also not supported by the data. The relationship is positive but not significant (β = 0.175, t = 0.974, p = 0.330).

Hypothesis 3, which posited that customer trust significantly influences purchase intentions, is supported by the data. The relationship is positive and significant (β = 0.784, t = 10.421, p = 0.000).

Hypothesis 4, which posited that social commerce constructs significantly influence purchase intentions through customer trust, is not supported by the data. The relationship is negative and not significant (β = -0.318, t = 1.130, p = 0.259).

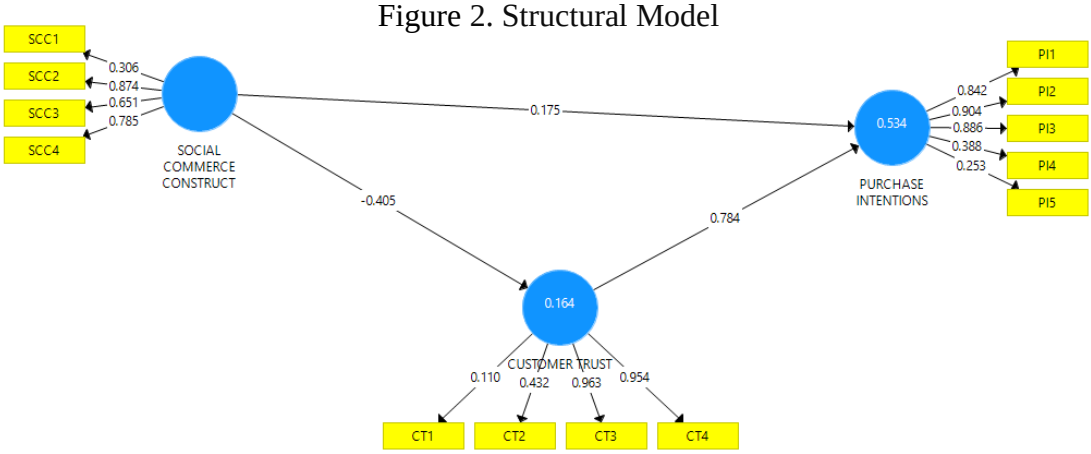
According to Table 3, the variable Purchase Intention has an R Square value of 0.534, indicating that the independent variables contribute 53.4% to the variability in purchase intentions. Meanwhile, the variable Customer Trust has an R Square value of 0.164, indicating that the independent variables contribute 16.4% to the variability in customer trust. The direct effects of Social Commerce Constructs on both Customer Trust and Purchase Intentions are not statistically significant, suggesting that these constructs might not directly influence trust and purchase behaviors. In contrast, Customer Trust significantly and positively impacts Purchase Intentions, underscoring trust's pivotal role in driving purchase decisions. The indirect effect of Social Commerce Constructs on Purchase Intentions through Customer Trust is also not significant, further emphasizing the need to explore other potential mediators or moderators in the relationship.

Table 3. Structural Model Result

	Path coefficient (β)	T Statistics	P Values	Results
Direct				
Social Commerce Construct -> Customer Trust	-0.405	1.179	0,239	**Accepted**
Social Commerce Construct -> Purchase Intentions	0.175	0.974	0,330	**Accepted**
Customer Trust -> Purchase Intentions	0.784	10.421	0,000	**Accepted**
Indirect				

Social Commerce Construct -> Customer Trust -> Purchase Intentions	-0.318	1.130	0,259	**Accepted**
er Trust, R Square = 0,164, R Square Adjusted = 0,158. Purchase Intentions, R Square = 0,534, R Adjusted = 0,526				

Figure 2. Structural Model



The Figure 2. presents the results of a structural equation model (SEM) analysis, detailing both direct and indirect effects among the constructs. This path coefficient indicates a negative relationship between Social Commerce Constructs and Customer Trust. However, the relationship is not statistically significant as the p-value (0.239) is greater than the conventional threshold of 0.05. The T-statistic of 1.179 further supports this lack of significance, suggesting that the influence of social commerce constructs on customer trust is negligible in this model.

The positive path coefficient indicates a direct positive relationship between Social Commerce Constructs and Purchase Intentions. Yet, this relationship is not statistically significant, as evidenced by a p-value of 0.330 and a T-statistic of 0.974. Thus, the direct impact of social commerce constructs on purchase intentions appears minimal. This path shows a strong positive relationship between Customer Trust and Purchase Intentions, which is highly statistically significant (p-value < 0.001). The T-statistic of 10.421 indicates a robust effect, confirming that customer trust significantly enhances purchase intentions.

The negative indirect path coefficient suggests that the influence of Social Commerce Constructs on Purchase Intentions through Customer Trust is negative, but not statistically significant (p-value = 0.259). The T-statistic of 1.130 supports this, indicating that the indirect effect is weak.R-Square Values These values indicate that 16.4% of the variance in Customer Trust is explained by Social Commerce Constructs. The adjusted R-square of 0.158 accounts for the model's complexity and confirms a modest explanatory power. These values show that 53.4% of the variance in Purchase Intentions is explained by Social Commerce Constructs and Customer Trust combined.

The adjusted R-square of 0.526 suggests a substantial explanatory power, highlighting the importance of these constructs in The direct effects of Social Commerce Constructs on both Customer Trust and Purchase Intentions are not statistically significant, suggesting that these constructs might not directly influence trust and purchase behaviors. In contrast, Customer Trust significantly and

positively impacts Purchase Intentions, underscoring trust's pivotal role in driving purchase decisions. The indirect effect of Social Commerce Constructs on Purchase Intentions through Customer Trust is also not significant, further emphasizing the need to explore other potential mediators or moderators in the relationship.

Overall, while social commerce activities might not directly enhance purchase intentions, fostering customer trust appears crucial for increasing purchase likelihood. These findings suggest that efforts to improve social commerce strategies should focus more on building and maintaining customer trust to effectively boost purchase intentions. Further refinement of the model and additional research could provide deeper insights into these complex relationships. predicting purchase intentions.

5. DISCUSSION

The structural equation model (SEM) analysis presented in Table 3 reveals several key insights into the relationships among Social Commerce Constructs, Customer Trust, and Purchase Intentions. Firstly, the analysis indicates a non-significant negative relationship between Social Commerce Constructs and Customer Trust, suggesting that the influence of social commerce constructs on trust is minimal in the model (Mensah, 2022). Similarly, the direct positive relationship between Social Commerce Constructs and Purchase Intentions is also found to be non-significant, implying a limited impact of these constructs on purchase intentions (Mensah, 2022).

In contrast, a significant positive relationship is observed between Customer Trust and Purchase Intentions, highlighting the crucial role of trust in driving purchase decisions (Mensah, 2022). This finding underscores the importance of fostering customer trust to enhance purchase likelihood in social commerce settings. Additionally, the indirect effect of Social Commerce Constructs on Purchase Intentions through Customer Trust is noted to be negative but not statistically significant, indicating a weak indirect influence (Mensah, 2022).

The R-Square values further support these relationships, with 16.4% of the variance in Customer Trust explained by Social Commerce Constructs and 53.4% of the variance in Purchase Intentions explained by both constructs combined (Mensah, 2022). These values suggest a modest explanatory power for Customer Trust and a substantial explanatory power for Purchase Intentions, emphasizing the significance of these constructs in predicting purchase intentions.

Overall, the analysis aligns with existing research that emphasizes the pivotal role of customer trust in driving purchase intentions in social commerce. While direct effects of Social Commerce Constructs on trust and purchase intentions may be limited, the study underscores the need to prioritize efforts in building and maintaining customer trust to effectively boost purchase intentions (Mensah, 2022). Further research and model refinement could provide deeper insights into these complex relationships and help in exploring additional mediators or moderators that may influence these dynamics (Mensah, 2022).

From the structural analysis conducted, several key findings can be concluded. Firstly, there is a non-significant negative relationship between Social Commerce Constructs and Customer Trust, indicating that the influence of social commerce constructs on trust is relatively small in this model. Similarly, the direct positive relationship between Social Commerce Constructs and Purchase Intentions is also found to be non-significant, suggesting a limited impact of these constructs on purchase intentions.

Conversely, a significant positive relationship is observed between Customer Trust and Purchase Intentions, highlighting the crucial role of trust in driving purchase decisions. This finding underscores the importance of fostering customer trust to enhance purchase likelihood in the context of social commerce. Additionally, the indirect effect of Social Commerce Constructs on Purchase Intentions through Customer Trust is noted to be negative but not statistically significant, indicating a weak indirect influence.

The R-Square values further support these relationships, with 16.4% of the variance in Customer Trust explained by Social Commerce Constructs and 53.4% of the variance in Purchase Intentions explained by both constructs combined. These values suggest a modest explanatory power for Customer Trust and substantial explanatory power for Purchase Intentions, emphasizing the significance of these constructs in predicting purchase intentions.

Overall, the analysis aligns with existing research that emphasizes the pivotal role of customer trust in driving purchase intentions in the context of social commerce. While direct effects of Social Commerce Constructs on trust and purchase intentions may be limited, the study underscores the need to prioritize efforts in building and maintaining customer trust to effectively boost purchase intentions. Further research and model refinement could provide deeper insights into these complex relationships and help in exploring additional mediators or moderators that may influence these dynamics.

6. CONCLUSION

The study concludes that social commerce features alone do not significantly influence Customer Trust or directly drive Purchase Intentions. Only Customer Trust showed a significant positive impact on Purchase Intentions, underscoring trust as a pivotal factor in purchasing decisions within social commerce platforms. The indirect effect of Social Commerce Constructs on Purchase Intentions via Customer Trust was also weak and non-significant, indicating that simply implementing social commerce features is insufficient without fostering strong customer trust.

This research contributes by emphasizing the crucial role of Customer Trust in enhancing Purchase Intentions on social commerce platforms, guiding businesses to prioritize trust-building strategies over solely adding social commerce features.

Future research should examine other variables that could reinforce these relationships, such as user experience, perceived value, and social influence. Testing in diverse cultural or product contexts, as well as using longitudinal data, could offer further insights into the dynamics of trust and purchase intentions over time.

REFERENCES

Ata, S., Baydas, A., & Yasar, M. E. (2021). The Relationship Between Determinants of Shopping Sites and Customer E-Trust, Purchase Intention, Satisfaction, and Repurchase. *Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi*, *22*(2), 324–349. https://doi.org/10.37880/cumuiibf.979417

Burhanudin, & Baihaqi, F. (2022). Peran Guidance Shopping Affordance pada Social Commerce Intention. *Assets: Jurnal Ekonomi, Manajemen Dan Akuntansi*, *12*(2), 175–194. https://doi.org/10.24252/assets.v12i2.32579

Chen, N., & Yang, Y. (2023). The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *18*(3), 1601–1618. https://doi.org/10.3390/jtaer18030081

Febriyanti, G. A., & Purwanto, S. (2023). Analisis Electronic Word of Mouth (e-WOM) dan Kepercayaan Konsumen terhadap Keputusan Pembelian pada Social Commerce TikTok Shop. *Jurnal Manajemen*, *14*(2), 240–248. https://doi.org/10.32832/jm-uika.v14i2.13798

Hajli, N., & Sims, J. (2015). Social commerce: The transfer of power from sellers to buyers. *Technological Forecasting and Social Change*, *94*, 350–358. https://doi.org/10.1016/j.techfore.2015.01.012

Harahap, T. R., Sitio, R., & Mazidah, H. (2022). The Influence of Ease of Use, Social Media, Price, and Consumer Trust on Purchase Intentions Using the TikTok Shop by Labuhanbatu Students. *Daengku: Journal of Humanities and Social Sciences Innovation*, *2*(6), 886–894. https://doi.org/10.35877/454ri.daengku1360

Husna, N., Utami, S., & Chan, S. (2022). International Journal of Management and Economics Invention Mediation Effects of Customer Trust Moderation on the Influence of Social Media Marketing and Customer Relationship Management on Online Purchase Intention in the Lazada Indonesia Marketplace. *Nurul Husna 1, IJMEI, 08*. https://doi.org/10.47191/ijmei/v8i7.04

Jacobsen, S., & Ganim Barnes, N. (2017). On Being Social: How Social Identity Impacts Social Commerce for the Millennial Shopper. *International Journal of Management Science and Business Administration*, *3*(4), 38–45. https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.34.1005

Lin, Q., & Nuangjamnong, C. (2022). Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping. *International Journal of Social Sciences and Humanities Invention*, *9*(12), 7469–7498. https://doi.org/10.18535/ijsshi/v9i012.04

LI, Y., & ZHONG, M. (2019). The Influence of Online Social Marketing Behavior on Consumers' Purchase Intention. *DEStech Transactions on Social Science, Education and Human Science*. https://doi.org/10.12783/dtssehs/eiem2018/26962

Lova, A. N., Budaya, I., Tinggi, S., Sakti, I. E., Kerinci, A., Penuh, S., & Indonesia, K. (2023). Behavioral of Customer Loyalty on E-Commerce: The Mediating Effect of E-Satisfaction in Tiktok Shop. *Journal of Scientific (JSRET),* Vol. 2, Issue 1. https://doi.org/10.58526/jsret.v2i1.43

Lubis, M. D. S., & Imsar. (20022). Analisis Manajemen Risiko Operasional Berdasarkan Pendekatan Enterprise Risk Management (ERM) pada UD. Anugrah Cabang RantauPrapat. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi (JMBI UNSRAT)*, *9*(3), 1492–1504.

Mafruchah, K. N. L., & Hartono, A. (2023). Antecedents of Online Purchasing Intentions for Skintific Skincare Brand on the Social Commerce Platform. *Asian Journal of Economics, Business and Accounting*, *23*(8), 12–28. https://doi.org/10.9734/ajeba/2023/v23i8950

Maaung, I., & Lubis, F. (2022). Pengaruh Iklan, Sistem COD, dan Promo Gratis Ongkir terhadap Keputusan Pembelian pada TikTokShop (Studi Kasus pada Mahasiswa UIN Sumatera Utara). *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi (JMBI UNSRAT)*, *9*(3), 1477–1491. https://doi.org/10.35794/jmbi.v9i3.44292

Masri, N. W., Ruangkanjanases, A., & Chen, S. C. (2021). The effects of product monetary value, product evaluation cost, and customer enjoyment on customer intention to purchase and reuse vendors: Institutional trust-based mechanisms. *Sustainability (Switzerland)*, *13*(1), 1–20. https://doi.org/10.3390/su13010172

Meiriza, A., & Sawitri, R. (2023). Analisis Faktor Penerimaan TikTok Shop berdasarkan Model UTAUT2 dan SCC. *Jurnal Nasional Teknologi Dan Sistem Informasi*, *09*(01), 033–044. https://doi.org/10.25077/TEKNOSI.xxxxx

Mensah, I. K. (2022). The Factors Driving the Consumer Purchasing Intentions in Social Commerce. *IEEE Access*, *10*, 132332–132348. https://doi.org/10.1109/ACCESS.2022.3230629

Munajat, C., Firanti, D., Subagja, R., Dinar Laillatul Qodri, T., Al-Ghifari, U., & Bandung, K. (2023). Kajian dan Riset Manajemen Profesional Fenomena Implusive Buying pada Flatform Tiktok Shop. *KarismaPro: Kajian & Riset Manajemen Profesional*, *14*(1).

Nasution, R. A., Prayoga, Y., & Halim, Abd. (2022). The Influence of Ease of Use, Privacy, Security and Efficiency on Shopping Decisions Using the TikTok Shop. *Daengku: Journal of Humanities and Social Sciences Innovation*, *2*(6), 895–902. https://doi.org/10.35877/454ri.daengku1362

Rashid, R. M., Pitafi, A. H., Qureshi, M. A., & Sharma, A. (2022). Role of Social Commerce Constructs and Social Presence as Moderator on Consumers' Buying Intentions During COVID-19. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.772028

Veronica, H., & Keni. (2022). Pengaruh Kepuasan, Word-of-Mouth, dan Perceived Usefulness terhadap Intensi Membeli Kembali Produk Kecantikan Merek Lokal di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *6*(6), 594–599. https://doi.org/10.24912/jmbk.v6i6.20661