DOES PURCHASE INTENTION AFFECTED BY SOCIAL COMMERCE, SOCIAL SUPPORT AND TRUST?

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

Anastasia Nala
B1024211015

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
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DOES PURCHASE INTENTION AFFECTED BY SOCIAL COMMERCE, SOCIAL SUPPORT AND TRUST?

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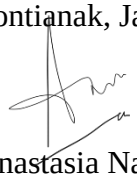
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DOES PURCHASE INTENTION AFFECTED BY SOCIAL COMMERCE, SOCIAL SUPPORT AND TRUST?

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ABSTRACT

Social media has greatly changed how people interact with one another, with TikTok standing out as one of the main social commerce platforms in Indonesia. This study looks at how various social commerce features (such as ratings and reviews, suggestions and referrals, and online forums and communities) affect customers' purchase intentions, as well as social support and trust. The study is associative causal in nature, with questionnaires delivered to 242 respondents selected by purposive selection. The data was examined with Structural Equation Modeling (SEM) and SmartPLS software. The data show that, while ratings and reviews improve social support and trust, the effect is not statistically significant. On the other hand, suggestions and referrals have a strong beneficial effect on trust but not on social support. Forums and communities, on the other hand, play an important role in shaping both social support and trust, with social support having a considerable beneficial influence on trust and purchase intentions. Trust, which is generated by social support, is an important factor in molding customer purchasing decisions in social commerce. These findings add to the current research on social impact in the context of social commerce, particularly on platforms such asTikTok, and provide significant insights for firms looking to enhance customer purchase decisions.

Keywords : Purchase Intention, Social Commerce, Social Support

DOES PURCHASE INTENTION AFFECTED BY SOCIAL COMMERCE, SOCIAL SUPPORT AND TRUST?

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ABSTRAK

Media sosial telah secara signifikan mengubah cara orang berinteraksi satu sama lain, dengan TikTok menjadi salah satu platform *social commerce* utama di Indonesia. Penelitian ini mengkaji bagaimana berbagai fitur *social commerce* (seperti penilaian dan ulasan, saran dan referensi, serta forum dan komunitas) mempengaruhi niat pembelian pelanggan, serta dukungan sosial dan kepercayaan. Penelitian ini bersifat asosiatif kausal, dengan kuesioner yang disebarkan kepada 242 responden yang dipilih menggunakan metode *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa meskipun penilaian dan ulasan meningkatkan dukungan sosial dan kepercayaan, pengaruhnya tidak signifikan secara statistik. Sebaliknya, saran dan referensi memiliki pengaruh yang kuat dan positif terhadap kepercayaan, tetapi tidak terhadap dukungan sosial. Forum dan komunitas, di sisi lain, memiliki peran penting dalam membentuk baik dukungan sosial maupun kepercayaan, di mana dukungan sosial secara signifikan berdampak positif terhadap kepercayaan dan niat pembelian. Kepercayaan yang dihasilkan dari dukungan sosial menjadi faktor penting dalam membentuk keputusan pembelian pelanggan di *social commerce*. Temuan ini memberikan kontribusi pada penelitian yang ada tentang dampak sosial dalam konteks *social commerce*, khususnya pada platform seperti TikTok, serta memberikan wawasan yang signifikan bagi perusahaan yang ingin meningkatkan keputusan pembelian pelanggan.

Keywords : Purchase Intention, Social Commerce, Social Support

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SUMMARY

1. **Background**

   The rapid development of digital technology has significantly transformed how consumers interact and shop online. One of the latest innovations is social commerce, which combines elements of social media and e-commerce to create a more interactive shopping experience. According to a Populix survey, 86% of Indonesians have shopped through social commerce. TikTok Shop, as one of the most popular social commerce platforms in Indonesia, offers unique features that allow users to shop, make payments, and track shipments without leaving the app. The platform also enables consumers to share reviews, provide recommendations, and participate in online communities, creating a social interaction ecosystem in digital shopping. In social commerce, elements such as ratings and reviews, recommendations, and forums and communities play a significant role in influencing consumer decisions. Furthermore, social support, in the form of informational and emotional assistance, and trust in the platform and community, are key factors driving purchase intention. However, there remains a gap in understanding how these elements contribute to purchasing decisions, particularly on platforms like TikTok Shop.

2. **Research Objectives**

   a. To examine and analyze the effect of ratings and reviews on social support.
   b. To examine and analyze the effect of recommendations and referrals on social support.
   c. To examine and analyze the effect of forums and communities on social support.
   d. To examine and analyze the effect of ratings and reviews on trust.
   e. To examine and analyze the effect of recommendations and referrals on trust.
   f. To examine and analyze the effect of forums and communities on trust.
   g. To examine and analyze the effect of social support on trust.
   h. To examine and analyze the effect of social support on purchase intention.
   i. To examine and analyze the effect of trust on purchase intention.

3. **Research Method**

   This study employed a quantitative approach with a causal associative design to analyze the relationship between social commerce elements (ratings and reviews, recommendations, and forums and communities) on social support, trust, and purchase intention. The sample consisted of 242

active TikTok Shop users selected through purposive sampling based on criteria such as being at least 17 years old, actively shopping on TikTok Shop, and having experience interacting on the platform. Data were collected using structured questionnaires and analyzed using Structural Equation Modeling (SEM) with SmartPLS software. Validity was tested using Average Variance Extracted (AVE), while reliability was assessed through Cronbach's Alpha and Composite Reliability. Hypotheses were tested by evaluating path coefficient values and statistical significance (p-values). This approach provides an in-depth analysis of the causal relationships among variables.

4. Result and Discussion

The study revealed that social commerce elements have varying impacts on social support, trust, and purchase intention on TikTok Shop. Ratings and reviews, as well as recommendations and referrals, showed no significant effect on social support, while forums and communities demonstrated a positive and significant influence. Regarding trust, recommendations and referrals, as well as forums and communities, had a positive and significant effect, whereas ratings and reviews did not. Social support played a significant role as a mediator in building consumer trust, and both social support and trust had positive and significant effects on purchase intention. Overall, social commerce elements accounted for 42.6% of the variance in social support, 68.5% in trust, and 56.5% in purchase intention. Forums and communities were found to be the most influential elements in building social support and trust, which in turn drove consumers' purchase intentions. This highlights the need for deep and emotional social interactions to enhance purchasing decisions in social commerce platforms like TikTok Shop.

5. Conclusions and Recommendations

Conclusion

This study concludes that forums and communities are significant social commerce elements in building social support and trust, which impact consumers' purchase intentions on TikTok Shop. Social support enhances trust, while trust serves as a key factor in purchasing decisions. Conversely, ratings and reviews, as well as recommendations and referrals, are not sufficiently significant in creating deep social support. Additionally, emotional interactions, data security, and platform transparency are crucial in building trust and providing a personalized shopping experience.

Recommendations

TikTok Shop is advised to enhance features that encourage meaningful social interactions, strengthen data security, and develop more personalized recommendation systems. Businesses should leverage online communities and social support-based marketing strategies to strengthen consumer relationships. Future research should expand the population scope, explore

other platforms, and investigate the direct relationship between social commerce elements and purchase intention without mediation. These recommendations aim to optimize social commerce strategies and provide new insights in the field.

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RINGKASAN

1. Latar Belakang

Perkembangan pesat teknologi digital telah membawa perubahan signifikan dalam cara konsumen berinteraksi dan berbelanja secara online. Salah satu inovasi terkini adalah *social commerce*, yang menggabungkan elemen media sosial dan e-commerce untuk menciptakan pengalaman belanja yang lebih interaktif. Berdasarkan survei Populix, 86% masyarakat Indonesia telah berbelanja melalui *social commerce*. TikTok Shop, sebagai salah satu platform *social commerce* yang populer di Indonesia, menyediakan fitur unik yang memungkinkan pengguna untuk berbelanja, membayar, dan melacak pengiriman tanpa meninggalkan aplikasi. Platform ini juga memungkinkan konsumen untuk berbagi ulasan, memberikan rekomendasi, dan berdiskusi dalam komunitas online, yang menciptakan ekosistem interaksi sosial di dunia belanja digital. Dalam *social commerce*, elemen seperti *rating* dan *review*, rekomendasi, serta forum dan komunitas memainkan peran penting dalam memengaruhi keputusan konsumen. Selain itu, dukungan sosial berupa bantuan informasi dan emosional, serta kepercayaan terhadap platform dan komunitas, menjadi faktor utama yang mendorong niat beli. Namun, masih terdapat kesenjangan dalam memahami sejauh mana elemen-elemen tersebut berkontribusi terhadap keputusan pembelian, terutama pada platform seperti TikTok Shop.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh *Ratings and Reviews* terhadap *Social Support.*
b. Untuk menguji dan menganalisis pengaruh *Recommendations and Referrals* terhadap *Social Support.*
c. Untuk menguji dan menganalisis pengaruh *Forums and Communities* terhadap *Social Support.*
d. Untuk menguji dan menganalisis pengaruh *Ratings and Reviews* terhadap *Trust.*
e. Untuk menguji dan menganalisis pengaruh *Recommendations and Referrals* terhadap *Trust.*
f. Untuk menguji dan menganalisis pengaruh *Forums and Communities* terhadap *Trust*.
g. Untuk menguji dan menganalisis pengaruh *Social Support* terhadap *Trust*.
h. Untuk menguji dan menganalisis *Social Support* terhadap *Purchase Intention.*
i. Untuk menguji dan menganalisis *Trust* terhadap *Purchase Intention.*

3. Metode penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan desain kausal asosiatif untuk menganalisis hubungan elemen social commerce (*rating* dan *review*, rekomendasi, serta forum dan komunitas) terhadap dukungan sosial, kepercayaan, dan niat beli konsumen. Sampel terdiri dari 242 responden pengguna aktif TikTok Shop yang dipilih menggunakan purposive sampling berdasarkan kriteria usia minimal 17 tahun, aktif berbelanja, dan memiliki pengalaman interaksi di TikTok. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan SmartPLS. Validitas diuji melalui *Average Variance Extracted (AVE)*, dan reliabilitas melalui *Cronbach's Alpha* serta *Composite Reliability*. Hipotesis diuji menggunakan nilai *path coefficient* dan signifikansi statistik (*p-value*). Pendekatan ini memberikan analisis mendalam mengenai hubungan sebab-akibat antar variabel.

4. Hasil dan Pembahasan

Penelitian ini menemukan bahwa elemen social commerce memiliki pengaruh yang beragam terhadap dukungan sosial, kepercayaan, dan niat beli konsumen di TikTok Shop dan review serta rekomendasi dan referral tidak Ratingmemiliki pengaruh signifikan terhadap dukungan sosial, sementara forum dan komunitas menunjukkan pengaruh positif dan signifikan. Pada aspek kepercayaan, rekomendasi dan referral serta forum dan komunitas memiliki pengaruh positif dan signifikan, namun rating dan review tidak berpengaruh signifikan. Dukungan sosial berperan sebagai mediator yang signifikan dalam membangun kepercayaan konsumen, dan baik dukungan sosial maupun kepercayaan memiliki pengaruh positif serta signifikan terhadap niat beli. Secara keseluruhan, elemen social commerce menjelaskan 42,6% variansi pada dukungan sosial, 68,5% variansi pada kepercayaan, dan 56,5% variansi pada niat beli. Forum dan komunitas terbukti menjadi elemen paling berpengaruh dalam membangun dukungan sosial dan kepercayaan, yang kemudian mendorong niat beli konsumen. Hal ini menunjukkan bahwa interaksi sosial yang mendalam dan emosional sangat diperlukan untuk meningkatkan keputusan pembelian konsumen di platform social commerce seperti TikTok Shop.

5. Kesimpulan dan Saran

Kesimpulan

Penelitian ini menyimpulkan bahwa forum dan komunitas merupakan elemen social commerce yang signifikan dalam membangun dukungan sosial dan kepercayaan, yang berdampak pada niat beli konsumen di TikTok Shop. Dukungan sosial meningkatkan kepercayaan, sementara kepercayaan menjadi faktor utama dalam keputusan pembelian. Sebaliknya, rating dan review serta rekomendasi dan referral tidak cukup signifikan dalam menciptakan dukungan sosial yang mendalam. Selain itu, interaksi emosional, keamanan data, dan transparansi platform menjadi kunci dalam membangun kepercayaan dan pengalaman belanja yang personal.

Saran

TikTok Shop disarankan untuk meningkatkan fitur interaksi sosial bermakna, memperkuat keamanan data, dan mengembangkan sistem rekomendasi yang lebih personal. Pelaku bisnis perlu memanfaatkan komunitas online dan strategi pemasaran berbasis dukungan sosial untuk memperkuat hubungan dengan konsumen. Penelitian selanjutnya diharapkan memperluas cakupan populasi, meneliti platform lain, dan mengeksplorasi hubungan langsung antara elemen social commerce dan niat beli tanpa mediasi. Saran ini bertujuan membantu mengoptimalkan strategi social commerce dan memberikan wawasan baru.

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