THE EFFECT OF SOCIAL COMMERCE CONSTRUCTS ON PURCHASE INTENTION IN SOCIAL COMMERCE IN BANDUNG CITY

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Abstract	The purpose of this study was to determine the influence of the Social Commerce Construct on Purchase Intention with the Trust Variable as a Mediating Variable in Social Commerce in the city of Bandung. This study uses a causal research model, which is a research model to analyze the relationships between one variable and another, and this study uses quantitative data. The data collection in this study is based on two sources, primary data obtained from distributing online questionnaires to TikTok social media users and secondary data obtained from libraries, journals, and websites. The population in this study were all residents of Bandung City who would make product purchase transactions through the TikTok Shop social media, with the sampling technique being purposive sampling which produced 240 respondents. Data analysis used in this research is descriptive analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study are that Social Commerce Construct has a significant effect on Trust, Trust has a significant effect on Purchase Intention, Social Commerce Construct has a significant effect on Purchase Intention, and there is an indirect effect of Social Commerce Construct on Purchase Intention through Trust.
Keywords	Bandung City, Purchase Intention, Social Commerce, Social Commerce Construct

INTRODUCTION

The increasing integration of the Internet of Things into the industrial value chain has led to the birth of Industry 4.0. The marketing process has developed in parallel with technology (Guven, 2020). According to Soyak & Soyak (2018), Industry 4.0 is an understanding of the industry that must be integrated with the aim of achieving or maintaining a competitive advantage in a world affected by globalization. Therefore, to gain a competitive advantage and to adapt to digital changes that are happening at this time, a business must follow and update itself according to these changes in order to survive and overcome competition and improve the company's marketing performance (Akkaya & Tabak, 2017). Technological developments have recently increased rapidly, and many users of communication devices such as smartphones, computers, and tablets have also changed the mindset of consumers. With the development and advancement of internet technology, people have started to fulfill most of their needs through online means. This situation opens new avenues for the emergence of electronic commerce (e-commerce) (Guven, 2020). The rapid development of digital economic and financial transactions is in line with the increasing public acceptance and preference for daring shopping, the expansion of the e-commerce ecosystem, and digital payment services. This certainly shows the presence of e-commerce in Indonesia, which is very well received by consumers. The success of e-commerce has made innovation more developed by utilizing new technological advances to develop e-commerce into social commerce (Hajli, 2020).

According to Hu et al. (2022), Social commerce is a new form of electronic commerce (e-commerce) that combines e-commerce with social media. The nature of social commerce is using social networking media to provide various commercial information and social interactions with the aim of promoting various products. Lam et al. (2019) said by developing and leveraging customer resources on social media. According to a report from data.ai, the TikTok application is the most downloaded social media application in Indonesia in 2022. This short video platform outperforms several applications under Facebook, Instagram, and WhatsApp applications. The TikTok application is listed as the most downloaded social media application in Indonesia throughout 2022, both on iOS and Android devices. In the report The Social Commerce Landscape in Indonesia released by Populix, it was revealed that 52% of Indonesian people are aware of the trend of buying and selling transactions through social media. Indonesian people have shopped through social media platforms, with TikTok shop (45%) as the most frequently used platform, followed by WhatsApp (21%), Facebook shop (10%), and Instagram shop (10%). The media application that they

use the most is the TikTok shop. From the findings obtained, Populix speculates that in the future, the number of TikTok users will grow in Indonesia, especially for users aged 18-25 who live in small towns across the island of Java.

However, based on reports from katadata.com, the TikTok (social commerce) application is still inferior to Shopee (e-commerce), which is still in great demand by the Indonesian people as the number 1 shopping media in Indonesia at this time through live streaming. A report from katadata.com shows that 83.7% of Indonesian people have watched online shopping features via live broadcasts, aka live shopping. It is noted that live shopping users at Shopee are the most in Indonesia, reaching 83.4%. TikTok is in second place with a percentage of 42.2%. Next, 34.1% of respondents said they used Instagram for live shopping. Next, Tokopedia and Facebook are ranked 4th and 5th.

Furthermore, from the katadata.com report, the income from the transaction value of the Shopee application (e-commerce) is also still superior compared to the TikTok shop (social commerce). In the financial report, the e-commerce application, Shopee, recorded revenue of US$1.5 billion in the first quarter of 2022. Meanwhile, TikTok's revenue reached US$1.38 billion in the first quarter of 2022. Both of them experienced an increase in each quarter of Q1 2021 to Q4. 2021 and both experienced a decline in early Q1 2022, but the e-commerce application, Shopee, is still superior in revenue compared to TikTok. This shows that consumer buying interest on TikTok is still low compared to buying interest on Shopee. This proves that Indonesian people still choose e-commerce as the main media for shopping online compared to TikTok (social commerce).

Purchase Intention is an important basis for companies to formulate strategies in the market. Currently, studies of purchase intention in online shopping can be considered quite mature, and the quality of electronic services and trust are still considered the two main factors influencing purchase intention (Yin et al., 2019). Consumer buying interest on TikTok is still low compared to buying interest on Shopee. This proves that Indonesian people still choose e-commerce as the main medium for shopping online compared to social commerce.

One of the factors that influence buying interest is trust. Trust has long been considered an important factor in online purchases (McKnight & Chervany, 2001). Based on the results of a survey conducted by the MARS Indonesia survey institute and the Indonesian E-Commerce Association (IDEA), trust is included in the factors that influence online buying interest as well as social commerce constructs that have an influence on building trust, which generates significant interest

in buying (N. Hajli, 2015). Trust in research (N. Hajli, 2015) and (Jia et al., 2022) are used as a mediating variable between social commerce constructs and purchase intention. However, different results were shown by research conducted by (Pangestoe, n.d.) and (Lien et al., 2015), which showed results that trust did not have a significant effect on purchase intention.

Trust can be supported by Social Commerce Constructs, which include consumer social interaction, which increases the level of trust (M. N. Hajli, 2014). Social Commerce Constructs an activity in social media that can empower consumers to create content and share their experiences when using a product (N. Hajli, 2015). Research from (N. Hajli, 2015) states that in the social commerce construct, there are several indicators, namely recommendations, ratings, and reviews, as well as forums and communities. Based on a report from Gridfame.id, there are still a number of seller shops on TikTok shop that have low store ratings and reviews. Stores that have low ratings and reviews are one of the things most sellers avoid because low ratings and reviews can make potential buyers not interested in the products being sold. Based on research from (Jia et al., 2022) states that Social Commerce Constructs significantly affect trust, and trust influences customer buying interest. These results are also supported by research (Sheikh et al., 2019) and (N. Hajli, 2015).

Based on this description, this study aims to find out about the purchase intention of social media users on the development of social commerce in Indonesia, given that social media users are very high and whether social commerce can attract buying interest from consumers by using the influence of social commerce constructs on purchase intention with trust as the mediating variable.

METHOD

This study uses quantitative data, where quantitative research is a type of research that is used to determine the extent and how much influence the variables used in it. Sugiyono (2016) suggests that a quantitative research method is a method that functions as a medium in researching a population to obtain a particular sample by utilizing the mechanism of collecting field data which has qualitative and statistical characteristics and aims to analyze and identify hypotheses. This study uses a causal research model, which is a research model to analyze the relationships between one variable and another (Hair et al., 2019). This is in accordance with the purpose of this study, which is to test the hypothesis in order to explain the effect of social commerce constructs on trust toward purchase intention in social commerce in Indonesia.

This research was conducted on residents of the city of Bandung, West Java, who purchased products through the social media TikTok. The election of West Java is inseparable from Ginee.com data (2022) which states that West Java Province occupies the 3rd position with the most social media users in Indonesia. Based on data from the Directorate General of Population and Civil Registration (Dukcapil), Bandung City has the highest population level in Java West, namely reaching 2.53 million people in June 2022, with an area of 166.59 square km, and the absence of this research in the city of Bandung, West Java which makes you want to do research in that area. The distribution of questionnaires is prioritized for residents of the city of Bandung who use social media TikTok, and this study plans to collect data using questionnaires to take ten days.

The population in this study are all residents of the city of Bandung who will make product purchase transactions through the TikTok Shop social media. At this time, accurate data has not been found regarding the population of the city of Bandung who make transactions through the social media TikTok shop. Therefore the total population in this study is unknown. In this study, the sampling technique used is nonprobability sampling. The sampling technique is purposive sampling. Purposive sampling is a sampling technique in research in which participants are randomly selected according to their unique characteristics, experiences, attitudes, or perceptions (Cooper and Schindler, 2011). The sample in this study were residents of Bandung City aged between 18-40 years who transact via social media TikTok. Samples from this group were chosen because their characteristics match those required in this study to determine the number of samples based on the number of indicators on the variable (Hair et al., 2019). In determining a representative sample, the number of 24 indicators is multiplied by 5 to 10 times.

Several data collection techniques that researchers use to obtain complete data are 1) Data collection through library research, where data collection is carried out by studying various sources such as books, papers, and websites to obtain information related to the research problem to be studied. 2) Collecting data through a questionnaire, which is done by distributing several lists of statements online to the sample, namely users of the social media TikTok. 3) Data collection through literature studies is carried out to gather information about theories related to the problems and variables in this study. This data collection was obtained from various sources such as books, print media, previous research, journals, and electronic media. This study aims to determine the effect of the social commerce construct on trust and the effect of trust on purchase intention from social commerce TikTok in the city of Bandung. The analytical method used to process the data in this

study is descriptive analysis and SEM-PLS

This research uses descriptive analysis and verification analysis. Descriptive analysis is a statistic that is used to provide an overview of the standard deviation of the variables as well as to provide an overview of sample data (Ghozali, 2016). The purpose of descriptive analysis is to find out how respondents respond to each variable indicator studied. This research uses a quantitative approach with survey methods. Descriptive analysis is carried out by looking for the percentage of the actual score. Score Percentage data can be analyzed by calculating the average answer based on the scoring of each answer from the respondent. Following are the steps in descriptive analysis:

a) Minimum index value = Minimum score x number of respondents

b) Maximum index value = Maximum score x number of respondents.

c) Determine the smallest percentage by means of the smallest percentage = (Minimum index value: Maximum index value) x 100%

d) Interval = (Largest percentage – Smallest percentage): Many Interpretation Categories.

e) In calculating the percentage of the actual score, the formula is calculated as follows: Percentage = (Actual Value: Maximum index value) x 100%. The actual value is the actual value of each item or variable, while the maximum index value is the value obtained if all respondents answered strongly agree.

Furthermore, verification analysis is carried out to test the linkage or truth through a predetermined significance level by describing the data that has been collected and how it is tested (Hair et al., 2019). Researchers will use Smart PLS 3.0, which is a multivariate analysis method. Smart PLS 3.0 will be used to test the relationship between variables, both with fellow latent variables and with indicators. The advantage of Smart PLS 3.0 is the ability to process data in both SEM and reflective models, and the SEM model is where latent variables are built by indicator variables, where the arrows point from construct variables to indicator variables, a reflective SEM model, namely an SEM model where the variable is a reflection of the indicator variable, so that the arrow leads from the indicator variable to the latent variable, and statistically there will be no error in the indicator variable. Structural Equation Modeling (SEM) is a multivariate analysis method that can be used to describe the simultaneous linear relationship between observational variables (indicators) and variables that cannot be measured directly (latent variables) (Hair et al., 2019).

SEM analysis using Smart PLS 3.0 aims to identify the relationship and influence of the independent variables and the dependent variable seen from the path coefficient. In this study, the researchers used structural model testing to identify the relationship between the independent variables and the dependent variable using the bootstrapping process. This test displays a strong relationship significant between latent variables, testing the hypothesis tested from the t-statistic. The hypothesis will be accepted if the t-statistic results are greater than 1.96 with an alpha of 0.05. The criteria for making a decision to test the hypothesis statistically in order to make a decision to accept or reject the hypothesis are:

1) If the Sig. (2-tailed) $\geqslant$ 0.05, then H0 is accepted, and Ha is rejected

2) If the Sig. (2-tailed) $\leqslant$ 0.05, then H0 is rejected, and Ha is accepted

The verification hypothesis is proposed to determine whether or not there is an influence of the independent variables and intervening variables on the dependent variable, determining the magnitude of the independent variables and intervening variables on the dependent variable is determined by path analysis by looking at the hypotheses in this study are as follows:

1) Test the hypothesis to determine the effect of social commerce constructs on trust

Ho: social commerce constructs have no effect on trust

Ha: social commerce constructs on trust are very influential

2) Test the hypothesis to determine the effect of trust on purchase intention

Ho: trust in purchase intention has no effect

Ha: trust in purchase intention is very influential

3) Test the hypothesis to determine the effect of social commerce constructs on purchase intention

Ho: social commerce constructs have no effect on purchase intention

Ha: social commerce constructs on purchase intention are very influential

4) Test the hypothesis to determine the effect of social commerce constructs on purchase intention through trust

Ho: social commerce constructs purchase intention through influential trust

Ha: social commerce constructs purchase intention through influential trust

FINDINGS AND DISCUSSION

Findings

Descriptive Analysis

This research uses descriptive research types or tools that are carried out through data collection in the field. Descriptive research is a type of research that describes what Bandung city residents do when shopping at Titok shops based on existing facts to be further processed into data. The data is then analyzed to obtain a conclusion. Descriptive analysis is done by looking for the percentage of the actual score. Score Percentage data can be analyzed by calculating the average answer based on the scoring of each answer from the respondent. The percentage of interval scores can be calculated as follows: a) The total number of samples is 240 people, and the largest scale value (SS) is five while the smallest scale value (STS) is 1. b) Then the maximum index value is 5 x 240 = 1200, and the index value is minimum is 1 x 240 = 240. So the smallest percentage value is % Smallest = (Minimum index value : Maximum index value) x 100% = (240:1200) x 100% = 20%. c) Interval value is obtained by means, Interval = (% Largest - % Smallest): Many Categories Interpretation Interval = (100% - 20%): 5 = 16%, so that a percentage interval value is obtained by 16%. So from the calculation above, the results of the interpretation categories can be formed in the table below:

Table 1. Score Interpretation Categories

No.	Interval	Score Interpretation Categories
1.	20,00% - 36,00%	Very Not Good
2.	36,01% - 52,00%	Not Good
3.	52,01% - 68,00%	Enough
4.	68,01% - 84,00%	Good
5.	84,01% - 100%	Very Good

Source: Data processed by the researcher (2023)

Description of Social Commerce Constructs in the City of Bandung. Based on the results of the recapitulation of answers from 240 respondents who have filled out the questionnaire, the answers regarding social commerce constructs as measured by nine indicators are obtained, which will be described as follows :

Table 2. Responses to Social Commerce Constructs

No	Indicator	SS	S	C	TS	STS	Actual Score	Ideal Score	%	Exp.
1.	Trust in the recommendations given	47	66	81	32	14	1200	820	68.33	Good
2.	Confidence in the recommendations given	49	51	84	44	12	1200	801	66.75	Enough
3.	Honesty about the recommendations given	44	71	88	25	12	1200	830	69.17	Good
4.	Trust in the ratings and reviews given	53	71	62	42	12	1200	831	69.25	Good
5.	Confidence in the ratings and reviews given	46	69	78	35	12	1200	822	68.50	Good
6.	The honesty of the ratings and reviews given	55	52	78	44	11	1200	816	68.00	Enough
7.	Trust the information obtained by forums and communities	40	77	68	46	9	1200	813	67.75	Enough
8.	Confidence in information obtained by forums and communities	55	64	73	38	10	1200	836	69.67	Good
9.	The honesty of information obtained by forums and communities	60	60	71	40	9	1200	842	70.17	Good
	Total	449	581	683	346	101	10800	7411	68.62	Good

Source: Data processed by the researcher (2023)

Based on Table 2, as a whole, it is obtained that the actual total score of the social commerce construct is 7411 with a percentage of 68.62%, including the good category, which indicates that the social commerce constructs are good but need to be improved. The indicator of the variable social commerce constructs with the lowest percentage lies in the indicator "Confidence in the recommendations given" in the sufficient category. At the same time, the indicator with the highest percentage is the Indicator "Integrity of information obtained by forums and communities," which

is included in the good category. Consumers agree that there is honesty in information obtained by forums and communities.

Description of Trust in the City of Bandung. Based on the results of the recapitulation of answers from 240 respondents who have filled out the questionnaire, the answers regarding trust as measured by nine indicators are obtained, which will be described as follows:

Table 3. Responses on Trust

No.	Indicator	SS	S	C	TS	STS	Actual Score	Ideal Score	%	Ket.
1.	Honesty to Service	48	70	76	38	8	1200	832	69.33	Good
2.	Seller Openness	51	55	88	35	11	1200	820	68.33	Good
3.	Provided Reliability	40	68	83	43	6	1200	813	67.75	Enough
4.	Attention Given	52	66	75	37	10	1200	833	69.42	Good
5.	Feeling Empathy	46	73	55	57	9	1200	810	67.50	Enough
6.	Belief in Service	48	65	84	32	11	1200	827	68.92	Good
7.	Availability of Products/Items for Sale	48	72	74	39	7	1200	835	69.58	Good
8.	Services Provided	52	76	67	33	12	1200	843	70.25	Good
9.	Security Guarantee	37	80	61	50	12	1200	800	66.67	Enough
	Total	422	625	663	364	86	10800	7413	68.64	Good

Source: Data processed by the researcher (2023)

Based on Table 3, overall, it is obtained that the actual total score of trust according to consumers in the city of Bandung is 7413, with a percentage of 68.64%, including the Good category. The indicator of the trust variable that has the lowest percentage lies in the "Security Guarantee" indicator with the sufficient category. At the same time, the indicator with the highest percentage is the "Services Provided" indicator, which is included in the good category.

Description of Purchase Intention in the City of Bandung. Based on the results of the recapitulation of answers from 240 respondents who have filled out the questionnaire, the answers regarding purchase intention are obtained as measured by six indicators, which will be described as follows:

Table 4. Respondents' Responses to Purchase Intention

| No.	Indicator	SS	S	C	TS	STS	Actual Score	Ideal Score	%	Ket.
1.	Shopping Interest	56	66	60	47	11	1200	829	69.08	Good
2.	Shopping Possibility	54	62	72	40	12	1200	826	68.83	Good
3.	Product Desire	51	64	85	25	15	1200	831	69.25	Good
4.	Interest in buying the product	45	73	74	35	13	1200	822	68.50	Good
5.	Possible top choice	55	67	68	35	15	1200	832	69.33	Good
6.	Back to Using	55	74	59	35	17	1200	835	69.58	Good
	Total	316	406	418	217	83	7200	4975	69.1	Good

Source: Data processed by the researcher (2023)

Based on Table 4, overall, it is obtained that the actual total score of purchase intention in the city of Bandung is 4975 with a percentage of 69.1%, including the good category, which shows that purchase intention according to consumers in the city of Bandung is good but still needs to be improved. The indicator of the purchase intention variable with the lowest percentage lies in the "Interest in buying a product" indicator with a good category. While the indicator with the highest percentage is the "Return to Use" indicator which is included in the good category.

Verification Analysis

The data in this study were processed using Structural Equation Modeling (SEM) with partial least squares (PLS) with the help of SmartPLS 3.0 software. From the data obtained through a questionnaire using the Partial Least Square estimation method with the PLS algorithm, a full model path diagram is obtained.

Figure 1. Coefficient of Standardization of Structural Modeling
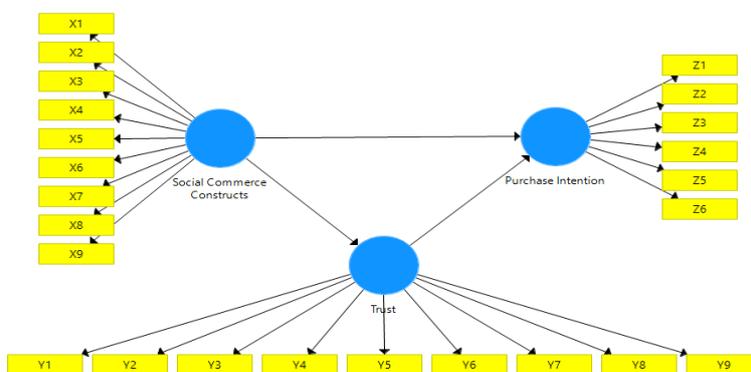
Source**:** SmartPLS Data Processing 3.0 (2023)

Based on Figure 1, it can be seen that the social commerce construct variable is measured using nine research measurements. Namely, the trust variable is measured using nine research measurements, and the purchase intention variable is measured using six research measurements.

Outer Model

1. **Validity test**

   Convergent Validity

The convergent validity of the measurement model with reflexive questions is assessed based on the correlation between the item score/component score estimated by the SmartPLS Software. The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. But according to Chin, 1998 (Ghozali, 2006). In this study, a loading factor limit of 0.70 will be used. Manifest variables that have a loading factor value of less than 0.70 will be reduced from the model. For all variables with a loading factor value above 0.70, it can be used, and further tests can be carried out. The outer loading value can be used as a structural coefficient in SmartPLS 3.0 as follows:

Figure 2. Coefficient of Standardization of Structural Modeling
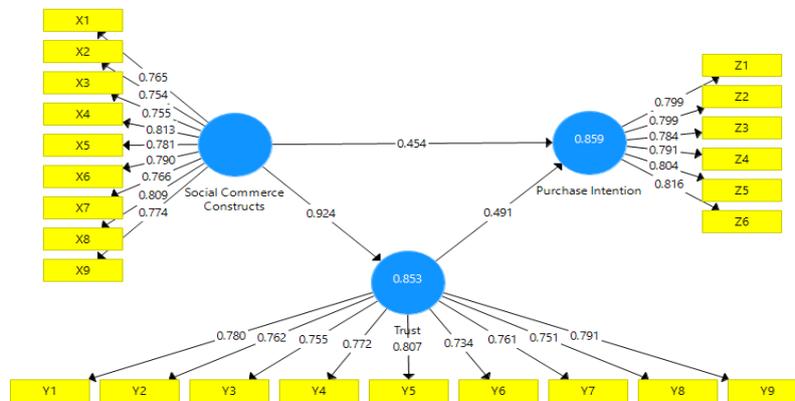
Source: SmartPLS Data Processing 3.0 (2023)

Discriminant Validity

At the discriminant validity stage, a test must be carried out for each indicator of each variable, the test is carried out by looking at the cross-loading value, and it is expected that the cross-loading value is higher than the indicators of other variables in the same model, here is the form of the cross loading model in this research.

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Table 5. Cross loading

No.		Purchase Intention	Sosial Commerce Construct s	Trust
1.	X1	0.708	**0.765**	0.703
2.	X2	0.687	**0.754**	0.718
3.	X3	0.681	**0.755**	0.699
4.	X4	0.726	**0.813**	0.773
5.	X5	0.678	**0.781**	0.707
6.	X6	0.747	**0.790**	0.741
7.	X7	0.695	**0.766**	0.693
8.	X8	0.717	**0.809**	0.735
9.	X9	0.717	**0.774**	0.702
10.	Y1	0.712	0.698	**0.780**
11.	Y2	0.699	0.711	**0.762**
12	Y3	0.666	0.694	**0.755**
13.	Y4	0.663	0.679	**0.772**
14.	Y5	0.734	0.751	**0.807**
15.	Y6	0.702	0.707	**0.734**
16.	Y7	0.713	0.711	**0.761**
17.	Y8	0.661	0.702	**0.751**
18.	Y9	0.739	0.731	**0.791**
19.	Z1	**0.799**	0.753	0.743
20.	Z2	**0.799**	0.708	0.703
21.	Z3	**0.784**	0.701	0.709
22.	Z4	**0.791**	0.727	0.720
23.	Z5	**0.804**	0.714	0.732
24.	Z6	**0.816**	0.744	0.754

Source: Data processed by the researcher (2023)

An indicator will be said to be valid if it meets the discriminant validity requirements where the loading value is higher than the loading value of other indicators in Table 5. The cross-loading value of each variable is higher than the other variables in the model. Thus the indicator can be said to be valid by fulfilling the requirements of discriminant validity.

2. **Reliability Test**

Construct reliability Two measurements were used, namely composite reliability and Cronbach alpha. The construct reliability, both composite reliability and Cronbach alpha, was measured to vary from 0 to 1, with 1 being a perfect estimate of reliability, but the construct was declared reliable if the value of composite reliability and Cronbach alpha was greater than 0.7. In the following table, the reliability of the construct variables studied is presented.

Table 6. Composite Reliability and Cronbach Alpha

No.	Variable	Cronbach's Alpha	Composite Reliability	Score Critical	Exp
1.	Trust	0.887	0.914	0.7	Reliable
2.	Purchase Intention	0.919	0.933		Reliable
3.	Sosial Commerce Construct	0.913	0.928		Reliable

Source: Data processed by the researcher (2023)

The results of construct reliability testing show that all constructs have a value greater than 0.7. This makes all constructs in this study usable.

Inner Model

1. R-Square

The structural model is a model that relates exogenous latent variables with endogenous latent variables or the relationship of endogenous variables with other endogenous variables. The R-Square or R2 value for the dependent construct shows the magnitude of the influence/accuracy of the independent construct in influencing the dependent construct. The value of R2 explains how much the hypothesized exogenous variables in the equation are able to explain the endogenous variables.

Table 7. Path Coefficient dan R-Square

Path	R-Square
Social Commerce Construct → Trust	0.859
Social Commerce Construct, Trust→ Purchase Intention	0.853

Source: Data processed by the researcher (2023)

Based on table 7 shows the R2 value in the social commerce construct model for trust, an R2 value of 0.859 is categorized as "high." In addition, the influence of social commerce construct and trust on purchase intention obtained an R2 value of 0.853 which is categorized as "high." This shows that the value-generated model has been good.

2. Q-Square Predictive Relevance

Inner model testing can also be seen from the Q2 value. The Q2 value is calculated by obtaining the two R-Square values. Q-square predictive relevance for structural models measures how well the observed values are produced by the model. Q-Square must be > 0, which indicates the model has good predictive relevance (Ghazali, 2014: 45). Q2 value with the following formula:

Hipotesis Test

$$Q^2 = 1 - ((1 - R_1^2) \times (1 - R_2^2))$$
$$Q^2 = 1 - ((1 - 0.859) \times (1 - 0.853))$$
$$Q^2 = 0.979$$

Based on the results of calculating the value of Q2, it can be seen that Q2 is 0.979. This shows that the independent variable has a good level of prediction against the dependent variable. So based on the Q2 value, it is known that the research model has good predictive relevance because Q2 is greater than zero.

Hypothesis Test

1. **Direct Influence**

Table 8. Hypothesis Testing Results (Direct Effect)

Path	Path Coefficient	T Statistics	T.Table	Sig.	Exp.
Social Commerce Constructs -> Purchase Intention	0.907	7.405	1,97	**0.000**	H0 rejected
Social Commerce Constructs -> Trust	0.924	105.976	1,97	**0.000**	H0 rejected
Trust -> Purchase Intention	0.491	8.124	1,97	**0.000**	H0 rejected

Source: Data processed by the researcher (2023)

From Table 8, the results of hypothesis testing are obtained with the following details:

- **Social Commerce Construct Has a Positive Effect on Trust**

In testing the second hypothesis, namely, Social Commerce Construct has a positive effect on Trust, a t-count value of 105,976 is greater than a t-table of 1.9,7 so that H0 is rejected, which means that Social Commerce Construct has a significant effect on Trust, with a positive path coefficient indicating that Social Commerce Construct has a positive effect on Trust, meaning that the higher the Social Commerce Construct, the more it will have an impact on Trust.

- **Trust has a positive effect on Purchase Intention**

In testing the first hypothesis, namely, Trust has a positive effect on Purchase Intention, a t-count value of 8,124 is greater than a t-table of 1.97, and a significant value (0.00) is less than 0.05 so that H0 is rejected, which means that Trust has a significant effect on Purchase Intention. with a positive path coefficient indicating that Trust has a positive effect on Purchase Intention, meaning that the higher the Trust, the higher the Purchase Intention in

Bandung City will be.

- **Social Commerce Construct has a positive effect on Purchase Intention.**

  In testing the third hypothesis, namely, Social Commerce Construct has a positive effect on Purchase Intention, a t-count value of 94,349 is greater than a t-table of 1.97, so H0 is rejected, which means that Social Commerce Construct has a significant effect on Purchase Intention, with a positive path coefficient indicating that Social Commerce Construct has a positive effect on Purchase Intention, meaning that the better the Social Commerce Construct, the higher the Purchase Intention in Bandung City.

2. **Indirect Influence**

Table 9. Hypothesis Testing Results (Indirect Effect)

Path	Path Coefficient	T Statistics	T.Table	Sig.	Exp.
Social Commerce Constructs -> Trust -> Purchase Intention	0.454	8.064	1,97	0,00	H_0 rejected

Source: Data processed by the researcher (2023)

The table above shows the results of the analysis for indirect effects with the following details:

- **Indirect Effect of Social Commerce Construct on Purchase Intention with Trust as a mediating variable**

  Based on the table above, a significant value is obtained of 0.00 <0.05 and t-count (8.064) > t-table (1.97), which means that there is an indirect effect between Social Commerce Construct on Purchase Intention through Trust. This shows that the better the Social Commerce Construct and Trust, the more Purchase Intention will also increase.

Discussion

The Effect of Social Commerce Construct on Trust

The influence of the social commerce construct on trust can be seen from the path coefficient. Based on Table 5, it can be seen that the path coefficient of influence of the Social Commerce Construct on Trust is 0.924. Thus the influence exerted by the Social Commerce Construct on Trust is quite large and has a positive value. This means that the greater the influence of the Social Commerce Construct, the greater the Trust from TikTok shop consumers in the city of Bandung, then to see its significance has been presented in table Table 5, and it can be seen that the t-statistic

value is 105,976 > Ttable 1.97 so that the Social Commerce Construct has a positive and significant effect on Trust.

This is in line with the results of previous studies conducted by (Hajli, 2014), (Sheikh et al., 2019), (Rahman et al., 2020), and (Jia et al., 2022). The results of this study indicate that there is an influence between social commerce constructs on trust. Research conducted by (Hajli, 2014) provides some practical guidance on how social commerce construction can be used as a trust-building mechanism to influence consumer behavior and purchase intentions in social commerce. Social platforms such as forums and communities, recommendations and referrals, and ratings and reviews are key elements in social commerce to build consumer trust, and these key elements are also used by research (Jia et al., 2022) and (Sheikh et al., 2019). According to (Rahman et al., 2020), the results of their research show that the Social Commerce Construct has a significant effect on trust in social commerce. Furthermore (Jia et al., 2022) added structural equation modeling illustrating that the construction of the Social Commerce Construct significantly influences trust, and trust influences customer buying interest. This is supported by research (Wang et al., 2022), which states that trust positively influences consumer buying interest. Hence, companies can engage with their consumers on this platform to develop trust. Thus it can be assumed that social commerce constructs can increase consumer confidence in TikTok shops in the city of Bandung.

The Effect of Trust on Purchase Intention

The influence of trust on purchase intention can be seen from the path coefficient. Based on Table 5, it can be seen that the path coefficient of the influence of Trust on Purchase Intention is 0.491. Thus the influence exerted by Trust on Purchase Intention is quite large and has a positive value. This means that the greater the influence of the Trust, the greater the Purchase Intention of TikTok shop consumers in the city of Bandung. Then to see its significance, it has been presented in Table 5, and it can be seen that the t-statistic value is 8,124 > T table 1.97, so Trust has a positive and significant effect on Purchase Intention.

This is in line with the results of previous studies conducted by (Hajli, 2014), (Liu et al., 2019), (Ventre & Kolbe, 2020), and (Jia et al., 2022), which stated that there is an influence between belief and purchase intention. Research conducted (Hajli, 2014) Trust has the ability to reduce behavioral hesitation to intend to buy in social commerce. This gives consumers the power of control over transactions. These strengths help customers to interact with online sellers when they consider their intention to buy (Jia et al., 2022). According to (Liu et al., 2019), the results of the study show that

trust in Social commerce sites and trust in site members is a determining factor in buying interest. Furthermore (Ventre & Kolbe, 2020) added that trust has a relationship with perceived risk and has a positive effect on online purchase intention, and (Jia et al., 2022) Trust in online communities supports customers in consumer shopping behavior. Thus it can be assumed that trust can increase the purchase intention of consumers at TikTok shops in the city of Bandung.

Effect of Social Commerce Construct on Purchase Intention

The influence of the social commerce construct on purchase intention can be seen from the path coefficient. Based on Table 5, it can be seen that the path coefficient of influence of the Social Commerce Construct on Purchase Intention is 0.924. Thus the influence exerted by the Social Commerce Construct on Purchase Intention is quite large and has a positive value. This means that the greater the influence of the Social Commerce Construct, the greater the Purchase Intention of TikTok shop consumers in the city of Bandung, then to see its significance has been presented in Table 5, and it can be seen that the t-statistic value is 7,405 > t-table 1.97 so that the Social Commerce Construct has a positive and significant effect on Purchase Intention.

This is in line with the results of research conducted previously by (Hajli, 2014), (Sheikh et al., 2019), and (Jia et al., 2022), which stated that there is an influence between social commerce constructs on purchase intentions. Research conducted by (Jia et al., 2022) states that social commerce has become an important network for purchasing products for user networks. Social media engagement empowers sellers to reach their target audience more quickly and effectively, in addition to increasing their entrepreneurial activity and stimulating consumer buying interest. (Hajli, 2014) mentions that social commerce can now sell products directly through social media networks is a great tool for entrepreneurs. With social commerce construct features such as forums and communities, recommendations and referrals, as well as ratings and reviews, it can help attract consumer buying interest, in line with research (Sheikh et al., 2019) and (Jia et al., 2022). (Sheikh et al., 2019) explained that the Social Commerce Construct has empowered consumers through the existence of virtual groups, ratings, and reviews, as well as recommendations and referrals so that it has a significant impact on buying interest. Thus it can be presumed that the social commerce construct can increase consumer buying interest in TikTok shops in the city of Bandung.

CONCLUSION

Based on the results of data analysis and discussion regarding the effect of the social commerce construct on purchase intention with trust as the median variable on social commerce construct in the city of Bandung, it can be concluded that Social Commerce Construct has a significant effect on Trust, Trust has a significant effect on Purchase Intention, Social Commerce Construct significant effect on Purchase Intention, and There is an indirect effect of Social Commerce Construct on Purchase Intention through Trust. This shows that with a good Social Commerce Construct and Trust, Purchase Intention will increase.

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