

Customer Trust Memediasi Pengaruh Brand Awareness, Sales Promotion, Perceived Value, Perceived Risk Terhadap Consumer Purchase Intention Di S-Commerce Tiktok Shop. Dimbimbing oleh: Pribanus Wantara, Muhammad Syarif, Nurita Andriani

Abstrak

Social commerce TikTok Shop menggabungkan hiburan dan transaksi, menjadikannya strategi penting dalam persaingan *marketplace* online. TikTok menerapkan promosi rutin bulanan dan membangun *brand awareness* agar pengguna mengenali *platform* serta produk yang ditawarkan. Namun, belanja online tetap memiliki risiko karena minimnya interaksi fisik, yang dapat menurunkan kepercayaan konsumen dan memengaruhi niat beli. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi *purchase intention* di TikTok Shop, dengan fokus pada *brand awareness*, *perceived risk*, *perceived value*, *sales promotion*, serta *customer trust* terhadap *platform* dan produk. Pendekatan yang digunakan adalah kuantitatif, dengan data dikumpulkan melalui kuesioner *Google Form* dari 368 pengguna TikTok Shop. Analisis dilakukan menggunakan metode deskriptif dan PLS-SEM. Hasil penelitian menunjukkan bahwa kepercayaan konsumen memainkan peran sentral dalam meningkatkan minat beli. *Trust in product* dan *trust in platform* terbukti memediasi pengaruh variabel independen terhadap *purchase intention*. Selain itu, *brand awareness*, persepsi risiko, nilai yang dirasakan, dan promosi penjualan juga memiliki pengaruh signifikan, baik secara langsung maupun tidak langsung. Temuan ini menegaskan bahwa kepercayaan adalah kunci dalam membangun niat beli di TikTok Shop. Oleh karena itu, pelaku bisnis perlu fokus tidak hanya pada strategi promosi dan visual menarik, tetapi juga pada peningkatan rasa aman, nilai produk, dan pengelolaan citra merek agar dapat mendorong minat beli konsumen secara optimal.

Kata Kunci: *social commerce, trust dimensions, brand awareness, perceived risk, mediation analysis*

The Mediating Role of Customer Trust in the Effect Between Brand Awareness, Sales Promotion, Perceived Value, Perceived Risk on Consumer Purchase Intention in TikTok Shop's S-commerce. Advisor of Pribanus Wantara, Muhammad Syarif, Nurita Andriani

Abstract

Abstract

TikTok Shop's social commerce integrates entertainment and transactions, making it a key strategy in the competitive online marketplace. TikTok implements regular monthly promotions and builds brand awareness so that users recognize the platform, and the products offered. However, online shopping still carries risks due to the lack of physical interaction, which can lower consumer trust and affect purchase intentions. This study aims to analyze the factors that influence purchase intention at TikTok Shop, with a focus on brand awareness, perceived risk, perceived value, sales promotion, and customer trust in the platform and products. The approach used is quantitative, with data collected through a Google Form questionnaire from 368 TikTok Shop users. The analysis was conducted using descriptive methods and PLS-SEM. The results showed that consumer trust plays a central role in increasing purchase intention. Trust in product and trust in platform are proven to mediate the influence of independent variables on purchase intention. In addition, brand awareness, risk perception, perceived value, and sales promotion also have a significant influence, both directly and indirectly. These findings confirm that trust is key in building purchase intention on TikTok Shop. Therefore, businesses need to focus not only on promotional strategies and appealing visuals, but also on enhancing the sense of security, product value, and manageability.

Keywords: *social commerce, trust dimensions, brand awareness, perceived risk, mediation analysis*