

Does purchase intention affected by social commerce, social support and trust?

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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 as TikTok, and provide significant insights for firms looking to enhance customer purchase decisions.

Keyword Purchase intention; Social commerce; social support

Paper type Research Paper

1. Introduction

The rapid development of digital technology has changed the way consumers interact and shop online. One of the latest innovations is social commerce, which combines elements of social media and e-commerce. A survey conducted by Populix found that 86% of Indonesians have shopped through social commerce. In addition to shopping, social commerce allows consumers to share reviews, provide recommendations, and participate in online communities relevant to their interests. TikTok Shop has become one of the most popular social commerce platforms. TikTok has introduced an innovative feature called TikTok Shop, which allows users to complete all their shopping activities, from making purchases and processing payments to tracking shipping status, all within the same app without needing to switch to other platforms (Oktania & Indarwati, 2022).

TikTok is a social media site that began as a creative medium for generating short videos for socializing and then transformed into a marketing tool. TikTok is now a social commerce platform, allowing users to rate and discuss their purchase experiences. TikTok is also a forum and consumer community for sharing their experiences. From here, users can also find references and product recommendations from other users. Ratings and reviews, recommendations and referrals, and forums and communities are essential to building social commerce. In addition, social support and trust play an important role in

purchasing decisions in social commerce. Social support through informational and emotional assistance from fellow users can increase consumer interest and create a more comfortable environment. The presence of this social support can make consumers feel more confident in making their purchasing decisions. Then, it is very important in social commerce, where consumers interact online without directly meeting the seller or seeing the product. Trust in the platform and reviews from other users can be crucial factors influencing consumer purchasing intentions. With ratings and reviews, forums and communities, as well as recommendations, consumers feel supported to make a purchase intention, and that support also encourages consumer trust, which then also has an impact on purchase intention.

Many studies have been conducted on social commerce. This study wants to look deeper into the influence of each element in social commerce on purchase intention through social support and trust (Hossain et al., 2020). Researchers also want to see consumer interactions not only limited to traditional relationships between buyers and sellers but also a deeper understanding of social support between users. Then, researchers want to explore how trust formed by these social factors plays a role in driving purchase intention on the Tiktok platform. In addition, given the increasing popularity of TikTok Shop, it is essential to understand how the dynamics of social interaction and trust affect purchasing decisions. This also to find the gap to evaluate another social network (Ventre et al., 2021) which is in this study investigating on the Tiktok platform.

This study contributes to the development of literature on social commerce constructs, social support, trust and purchase intention by expanding the understanding of how social elements in social commerce can influence consumer purchasing decisions. During increasingly tight business competition, the results of this study provide guidance for commerce providers to identify factors that are effective in building trust and social support for consumers, which ultimately increases the potential for purchase.

2. Literature Review

Social Commerce

With digital-based changes where e-commerce has increased to Social Commerce, consumers can directly participate in buying and selling by sharing knowledge and information based on their experiences. Based on (Hajli, 2015) Social commerce constructs (SCC) are constructs in social commerce consisting of forums and communities, ratings and reviews, and recommendations and referrals. These components form the basis of a social commerce platform that allows users to engage with each other, share experiences and influence each other's purchasing decisions.

Ratings and Reviews

Ratings and reviews are part of social commerce as a form of review given by consumers on their shopping experience. Ratings typically use numbers or star scores to indicate the user's satisfaction level, while reviews are written feedback that includes personal experiences, opinions, and suggestions (Wijenayaka, 2022). Both the quality and quantity of ratings and reviews are crucial factors influencing purchasing decisions (Afifah & Putri, 2024; Lubua & Pretorius, 2019; Sarker et al., 2020).

Ratings and reviews have become an important component in building consumer trust and social support in the social commerce environment. The role of product ratings and evaluations, especially those generated by consumers on social networking sites (SNS) after purchase, is crucial in influencing subsequent purchase decisions (Agag & Eid, 2020). These shared reviews help users gain social support from the SNS community, enabling

them to make more informed decisions (Algharabat & Rana, 2021). By participating in or observing discussions about ratings and reviews, users feel more confident and supported in their purchasing journey, as these contributions reflect the voice of consumers. Trust in these consumer-generated ratings and reviews is also very important. Consumers build a level of trust in the ratings and reviews posted by other users (Govender & Yavisha, 2023). This trust is rooted in the relationship of experiences between consumers that reflect both positive and negative aspects of a product or service, thereby increasing transparency in the social commerce ecosystem.

Recommendations and Referrals

Recommendations and referrals are one dimension of social commerce. Recommendations and referrals are suggestions given to potential buyers about the product or service. Recommendations can be in the form of product or service information delivered through informal communication channels with the aim of helping consumers understand the product or service before shopping, which then this information can potentially influence their consumption expectations (Guo & Li, 2022).

In the social commerce environment, recommendations are often given in the form of customized choices or product suggestions between friends based on individual needs (Cao et al., 2021). Strong and persuasive recommendations have been shown to increase consumers' level of trust in using the recommendation system (Ananta Banyu & Purba, 2024). Customer satisfaction with the shopping experience serves as a basis for their preferences, and this experience is then shared as a recommendation that motivates others to make purchases.

Forums and Community

The role of these forums and communities is very influential in supporting consumer purchasing decisions, because they allow consumers to get advice, feedback, and recommendations from members who have direct experience with the product or service (Govender & Yavisha, 2023). Consumer involvement in various online communities influences their intention to shop (Goraya et al., 2021). Community members share knowledge and experiences with each other, which ultimately influences other members' views on the product and influences their purchasing decisions.

Social Support

Social support involves both informational and emotional assistance for consumers. Informational support includes providing knowledge, advice, opinions, and recommendations, while emotional support encompasses understanding and care (Algharabat & Rana, 2021; Hu et al., 2019). In social commerce, both emotional and informational support play a significant role in building trust between users and sellers, which ultimately influences purchase intentions (Chanadya et al., 2020).

Research shows that social commerce features such as forums, communities, reviews, and recommendations create a perception of support among users. These interactions not only help consumers make decisions but also increase trust and engagement between community members (Govender & Yavisha, 2023; Ventre et al., 2021). Social support has been shown to play an important role in increasing consumer purchase intentions, which are influenced by trusting relationships and reciprocity norms in online communities (Sharma et al., 2022; Yang, 2021).

Trust

Trust in social commerce is defined as customers' confidence and dependence on brands, sellers, and platforms when social media and commerce are integrated. Trust is a key factor in the adoption of social commerce, especially in developing countries, where direct interactions between buyers and sellers without intermediaries such as marketplaces are becoming more common. This has led consumers to rely heavily on reviews and guidance from social networks in social commerce environments (Paramita, 2023). Trust in social commerce encompasses several aspects, including trust in the platform, community members, and online payments. This institutional trust significantly influences trust in social commerce, with 64% of the variance in trust explained by these factors (Alkhalifah, 2022).

Reviews, ratings, and recommendations shared in forums and communities also play a significant role in building consumer trust, which in turn increases their confidence in transacting (Afifah et al., 2023; Jia et al., 2022; Othman et al., 2019). Trust explains up to 68% of the variance in purchase intention, confirming the important role of trust as a key component in social commerce and a driving factor in consumer intention to shop (Govender & Yavisha, 2023; Tripath, 2023; Vanessa et al., 2023; Ventre & Kolbe, 2020).

Purchase Intention

Purchase intention refers to a consumer's tendency or likelihood to purchase a product, which is often a key indicator in understanding consumer purchasing behavior. Purchase intention can also be measured as the intensity of a consumer's desire for a product; the stronger the purchase intention, the more likely the consumer is to make an actual purchase (Engidaw, 2020; Purmono et al., 2023). In social commerce, purchase intention not only serves as a predictor of consumer behavior but can also be a metric to measure the success of social commerce strategies in building trust and increasing consumer interest in purchasing (Dincer & Dincer, 2023).

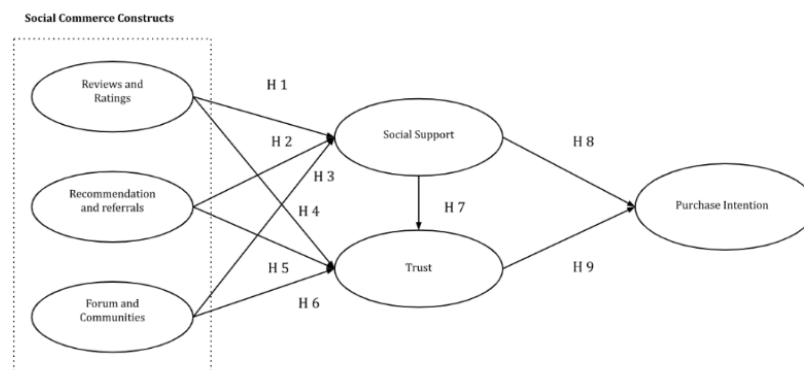


Figure 1. Research Framework

According to the research framework, the hypothesis proposed in this study is as follows:

H1: Ratings and Reviews positively and significantly influence Social Support.

H2: Recommendations and Referrals positively and significantly affect Social Support.

H3: Forums and Communities positively and significantly impact Social Support.

H4: Ratings and Reviews positively and significantly influence Trust.

H5: Recommendations and Referrals positively and significantly affect Trust.

H6: Forums and Communities positively and significantly impact Trust.

H7: Social Support positively and significantly influences Trust.

H8: Social Support positively and significantly influences Purchase Intention.

H9: Trust positively and significantly influences Purchase Intention.

3. Methodology

This study's population consists of all TikTok users who use the TikTok Shop feature, focusing on those who actively engage with the platform for online shopping. The sample size consists of 242 respondents, following (Hair et al., 2021) recommendation for adequate sample size in SEM analysis. A non-probability purposive sampling method was used to select respondents who met specific criteria: they must be TikTok users aged 17 or older residing in Indonesia, frequent users of the platform, and have experience interacting with product-related information via TikTok's 'direct message' and 'group chat' features. Data was collected through structured questionnaires distributed to respondents who met these criteria. Data analysis was then conducted using Structural Equation Modeling (SEM), implemented through SmartPLS software.

4. Results and Discussion

Characteristic of Respondent

Table 1 shows the characteristics of respondents involved in this study. These characteristics include age, gender, last education, occupation, income, and place of residence.

Table 1. Characteristics Respondent

Category	Item	f	%
Age	<21	133	55
	21-30	93	38
	31-40	11	5
	41-50	5	2
	Total	242	100
Gender	Male	115	48
	Female	127	52
	Total	242	100
Last Education	Elementary School	11	5
	Junior High School	20	8
	Senior High School	179	74
	D1/D2/D3/D4	8	3

	Bachelor (S1)	24	10
	Total	242	100
Occupation	Student	94	39
	University Student	81	33
	Civil Servants	4	2
	Entrepreneurship	7	3
	SOEs	1	0
	Private Employee	15	6
	Not Yet Employed	11	12
	More	29	5
	Total	242	100
Monthly Income (for those who are already working)	Less than IDR 3 million	54	22
	IDR 3 million to IDR 5 million	19	8
	More than IDR 5 million to IDR 8 million	5	2
	More than IDR 10 million	2	1
	Not working yet	162	67
	Total	242	100
Monthly Allowance (for those who are not yet working)	Less than 1 million		
	IDR 1 million to IDR 1.5 million	140	58
	More than IDR 1.5 million to IDR 2 million	35	14
	More than IDR 2 million to IDR 2.5 million	13	5
	More than IDR 2.5 million	4	2
	Already working	3	1
		47	19
	Total	242	100
Residence	Sumatera	4	2
	Jawa	9	4
	Kalimantan	225	93

Sulawesi	1	0
Bali	3	1
Total	242	100

Measurement Model

Cronbach's Alpha (CA) and Composite dependability (CR) are used to assess the measurement model's dependability, with suggested values of at least 0.70 (Hair et al., 2021). According to the data in Table 1, all variables have Cronbach's Alpha and Composite Reliability values greater than 0.7. These results show that each variable passes the reliability standards.

Table 2. Validity and Reliability Test Result

Variabel	Items	Outer Loading	CR	CA	AVE
Ratings and Reviews (RT)	I feel that the ratings and reviews provided on the Tiktok Shop platform are honest assessments.	0.891	0.925	0.879	0.805
	(Hajli, 2015) In my opinion, the ratings and reviews provided on the Tiktok Shop platform are reliable.	0.891			
	The ratings and reviews provided on the Tiktok Shop platform are reliable.	0.908			
Recommendations and Referrals (RE)	I feel that the recommendations and suggestions given on the Tiktok platform are honest assessments.	0.863	0.911	0.853	0.772
	(Hajli, 2015) In my opinion, the recommendations and suggestions given on the Tiktok platform are reliable.	0.888			
	The recommendations and suggestions given on the Tiktok platform are reliable.	0.886			
Forum and communities (FC)	I feel that the 'direct message and group chat features' available on the Tiktok platform contain honest communication interactions.	0.904	0.926	0.881	0.807
	(Hajli, 2015)	0.901			
	In my opinion, the 'direct message and group chat features' available on	0.890			

	the Tiktok platform contain reliable communication.				
	The 'direct message and group chat features' available on the Tiktok platform contain reliable communication.				
Social Support (SS)	When facing difficulties, some people on Tiktok comfort and encourage me.	0.702	0.92 2	0.89 3	0.70 5
(Hajli & Sims, 2015)	When facing difficulties, some people on Tiktok listen to me talk about my personal feelings.	0.838			
		0.879			
	When facing difficulties, some people on Tiktok show interest and care to help provide solutions and suggestions for me.	0.911			
	On Tiktok, some people will give me advice when I need help.	0.853			
	When I face a problem, some people on Tiktok will give me information to help me solve the problem.				
Trust (T)	I believe that Tiktok is an honest online social commerce platform in running its business.	0.860	0.94 8	0.93 1	0.78 4
(Sintia et al., 2023)	Tiktok Shop is a reliable online social commerce platform.	0.899			
		0.873			
	I believe that the suggestions given by Tiktok Shop users are their best assessments.	0.887			
	I believe that Tiktok Shop is able to provide a guarantee of the security of the information I provide.	0.908			
	Tiktok Shop is a trusted online social commerce platform.				
Purchase Intention (PI)	The advice I received about shopping activities at Tiktok Shop from various sources encouraged my desire to shop at Tiktok Shop.	0.873	0.92 9	0.89 9	0.76 7
(Bai et al., 2015)		0.889			
	I am willing to buy products at Tiktok Shop as recommended by my friends.				

I am interested in shopping at Tiktok Shop in the near future.	0.845
I have a great desire to be able to shop through the Tiktok Shop platform.	0.896

The measurement model's validity is assessed through convergent and discriminant validity tests. Convergent validity is evaluated using Average Variance Extracted (AVE) and Outer Loading, while discriminant validity is evaluated using the Heterotrait-Monotrait ratio (HTMT). For convergent validity, the AVE value should be greater than 0.50 (Hair et al., 2021). As shown in Table 1, the AVE values for each variable are more than 0.50, indicating that convergent validity is satisfied. For the outer loading, values must exceed 0.70 (Hair et al., 2021) to be considered valid. Table 1 demonstrates that all indicator variables have outer loading values greater than 0.7, confirming their validity. Additionally, Table 2 shows that the HTMT values for each variable are well below the 0.90 threshold (Hair et al., 2021), confirming that discriminant validity is met.

Structural Model

The results of the data analysis using SmartPLS software are presented in Figure 2. The R-squared values indicate that ratings and reviews (RT), recommendations and referrals (RE), and forums and communities (FC) collectively explain 42.6% of the variance in social support (SS). This suggests that these constructs make a moderate contribution to explaining social support. For trust (T), the R-squared value of 68.5% indicates that RT, RE, FC, and SS explain a significant portion of the trust variance, highlighting these factors' strong influence on trust. Finally, RT, RE, FC, SS, and T collectively account for 56.5% of the variance in purchase intention (PI), demonstrating that these factors substantially impact consumers' purchasing intentions. This reinforces the hypothesis that RT, RE, FC, SS, and T are crucial in shaping purchase intention.

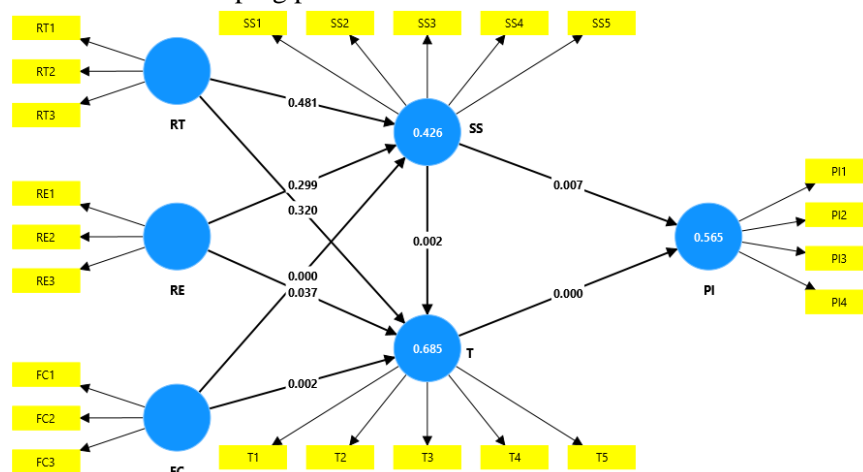


Figure 2. Structural Model Result

It was found that the influence of rating and review on social support is positive but not significant (0.481), so H1 is rejected. Similarly, the influence of rating and review on trust is positive but not significant (0.320), so H2 is rejected. Recommendations and references show a positive and significant relationship with trust (0.037), so H5 is accepted. The influence of recommendation on social support is positive but not significant (0.299), so H4 is rejected. In addition, forums and communities show a positive and significant

relationship between social support (0.000) and trust (0.002), which supports H3 and H6. Social support also affects trust (0.002) and purchase intention (0.007) positively and significantly so that H7 and H8 are accepted. Finally, the relationship between trust and purchase intention is positive and significant (0.000), so H9 is accepted.

Table 3. Hypothesis Test Result

		Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (I O/STDEVI)	P Values	Description
RT SS	->	0.077	0.085	0.110	0.705	0.481	Not Supported
RE SS	->	0.127	0.119	0.122	1.038	0.299	Not Supported
FC SS	->	0.488	0.491	0.100	4.862	0.000	Supported
RT -> T		0.068	0.073	0.068	0.994	0.320	Not Supported
RE -> T		0.225	0.231	0.108	2.089	0.037	Supported
FC -> T		0.404	0.383	0.128	3.152	0.002	Supported
SS -> T		0.242	0.253	0.077	3.144	0.002	Supported
SS PI	->	0.233	0.233	0.086	2.711	0.007	Supported
T -> PI		0.577	0.577	0.089	6.464	0.000	Supported

Discussion

The results of this study indicate that ratings and reviews do not significantly affect social support ($p > 0.05$). Respondents in this study gave a high response to ratings and reviews with an average value of 3.78 (high category). However, the high ratings and reviews are offset by the high use of live shopping, vouchers, and discount features on the TikTok platform. This is reflected in the consumer behavior of respondents revealed in the questionnaire answers. Respondents stated that although ratings and reviews are considered honest, reliable, and trustworthy, these features do not provide a deep social interaction experience. They feel that ratings and reviews cannot entertain, encourage, listen to personal feelings, show interest and concern, provide advice, or provide information when they need help or face problems. Therefore, the interaction that occurs through ratings and reviews on TikTok is not deep and close enough so that it is unable to encourage consumers to feel social support.

(Wu & Horng, 2022) argue that bold interactions do not necessarily motivate consumers to seek out product details unless they receive emotional support or valuable information, both of which are important for building trust on social media. This implies that simply reading or leaving ratings and reviews may not be deep enough to create real social support.

Similarly, (Hossain et al., 2020) note that interactions in which users share common values within a network are critical for reducing and growing trust. Without deeper interactions, trust and shared benefits may not fully emerge, supporting the idea that TikTok interactions may be too shallow to foster strong feelings of social support.

Surprisingly, this study also found that ratings and reviews did not have a significant effect on trust ($p > 0.05$). Respondents' responses to ratings and reviews showed a high value, namely 3.78. The high ratings and reviews are also in line with the actions of respondents who use other social commerce platforms such as Facebook and Instagram, as reflected in consumer behavior expressed in the questionnaire. Respondents feel that ratings and reviews on TikTok are similar to those on other platforms, so this aspect is not enough to build strong trust in TikTok compared to other platforms. Although they consider ratings and reviews to be honest and reliable information, this is not enough to make them feel that TikTok runs its business transparently, is trustworthy or superior in terms of security and service. For respondents, trust requires more than just high ratings and reviews, but also guarantees of data security, a safe transaction experience and deep transparency from the platform. (Putri et al., 2023) showed that consumer trust is not only formed from ratings or reviews, but also from a sense of security related to data and privacy. They found that security factors (such as privacy policies and third-party certification) play an important role in reducing consumer privacy concerns. With the security and assurance of the platform, consumers are more likely to trust and ultimately affect their shopping intentions.

The findings of this study indicate that recommendations and referrals do not have a significant effect on social support ($p > 0.05$). Respondents gave a high response to recommendations and referrals with an average value of 3.77. This response is in line with their preferences for other features on TikTok such as live shopping, vouchers, and discounts as reflected in their consumption behavior in filling out the questionnaire. Respondents considered that although recommendations and referrals on TikTok were considered honest, reliable and trustworthy assessments, this was not enough to make them feel entertained or encouraged when facing difficulties. They also did not feel that other users on TikTok showed interest or concern and offered information to overcome the problems they faced. As a result, the interaction on TikTok did not feel deep and close enough for consumers to feel social support. This is in line with (Rashid et al., 2022) who showed that consumers trust peer recommendations more, but this is more effective when the source is personal and in-depth, which is less the case on TikTok with superficial interactions. (Barootkoob et al., 2021) added that recommendations can influence social presence and trust, but on TikTok, shallow interactions make recommendations less effective in building emotional support or closeness between users.

However, this study found that recommendations and referrals significantly impact trust ($P < 0.05$). Respondents provided high ratings for recommendations and referrals, with an average response score of 3.77, placing them in the high category. Honest, dependable, and credible recommendations and referrals can increase consumer confidence in TikTok by showcasing the platform as a trustworthy and secure social commerce environment, offering reliable assessments and safeguarding information. Recommendations and referrals have been known as one aspect that can increase trust in the context of online interactions (Ananta Banyu & Purba, 2024; Govender & Yavisha, 2023). Social commerce users tend to trust recommendations from personal networks more than anonymous information, indicating that social proximity on this platform can strengthen the sense of trust. Recommendations from trusted sources help build stronger consumer trust, which then increases the likelihood of consumers making a purchase (Shokeen & Rana, 2021).

In the context of social commerce, consumers tend to trust honest and reliable recommendations to see the authenticity and quality of a product or service. If consumers view recommendations and referrals as credible sources of information, they will feel more confident that the TikTok platform is a trustworthy place to shop. While recommendations and referrals provide important information, they are not meeting consumers' need to feel connected, cared for, or moral support from other users on the TikTok platform. Recommendations and referrals support trust because they act as trusted information, but they are not enough to meet consumers' need for emotional support needed for social support.

Forums and communities have significant results on social support ($p < 0.05$). Respondents in this study gave positive responses to forums and communities, with an average value of 3.80 which is in the high category. These forums and communities can be seen in the 'direct message' and 'group chat' features on the TikTok platform. Respondents stated that they felt that the 'direct message and group chat' features available on the TikTok platform contained honest communication interactions, this feature also contained reliable and trustworthy communication. Respondents' assessments of such forums and communities were able to encourage higher social support in respondents. This is reflected in the respondents' assessments that when facing difficulties, some people on TikTok entertained and encouraged respondents, respondents also felt heard when they talked about their personal feelings, some people on TikTok also showed interest and attention to provide solutions and suggestions, respondents felt that some people on TikTok gave advice when they needed help and gave respondents information to help them overcome the problem. Previous studies (Algharabat & Rana, 2021; Mastroberardino et al., 2022) have shown how these platforms can strengthen social support among users. Forums and communities serve as spaces where individuals can connect, share personal experiences, and provide assistance, creating a strong support network. These interactions not only help in the exchange of useful information, but also strengthen emotional and informational support, which is very important in a social commerce environment.

This finding also found that Forums and communities significantly influence trust ($p < 0.05$). Respondents in this study gave high responses to forums and communities with an average forum and community response value of 3.80 which is in the high category. Forums and communities found in the direct message and group chat features on the TikTok platform with honest, reliable and trustworthy communication interactions are able to encourage consumers to feel that the TikTok platform is a social commerce that is honest in running its business, respondents feel that TikTok Shop can be relied on, respondents believe that suggestions from TikTok Shop users are also their best assessment, respondents also believe that TikTok Shop is able to provide information security guarantees and can be trusted. Previous studies have also found a relationship between online forums or communities and increased user trust (Alam et al., 2022; Alkhalifah, 2022; Sintia et al., 2023; Wang et al., 2022). Social commerce platforms provide a space where users can share information, provide recommendations, and exchange experiences related to products or services, which directly strengthens social support within the community (Dincer & Dincer, 2023; Paramita, 2023).

This study also found that social support has a significant effect on trust ($p < 0.05$). Respondents in this study gave a high response to social support, with an average value of 3.81 which is included in the high category. Respondents stated that when they faced difficulties, some people on TikTok comforted and encouraged them. Respondents also felt heard when talking about personal feelings, and some TikTok users showed interest and attention in providing advice and solutions. In addition, when they needed help, some

people on TikTok also provided information to help respondents overcome problems. Respondents' positive responses to the social support they felt contributed to increasing trust in the TikTok platform. This is reflected in respondents' assessments that TikTok is a social commerce platform that is honest in running its business, respondents feel that TikTok Shop is reliable and believe that the advice given by TikTok Shop users is their best judgment, they also believe that TikTok Shop can provide information security guarantees and can be trusted.

Social support has a significant effect on trust, which is in line with previous studies that support this relationship (Y. Liu et al., 2019; Sharma et al., 2022; Su et al., 2021). This suggests that when consumers feel supported, both emotionally and informationally, they are more open to trust. However, there is a different view in the study by (Ventre et al., 2021), which states that social support does not always increase trust. In their findings, social support is not considered a necessary factor for building trust in interactions on social networks, and trust is not always necessary to engage in social commerce activities. This suggests that although social support can increase trust in some cases, there are other factors that may be more decisive in building trust, such as direct experience, platform reputation, or the quality of interactions between users.

Social support has a significant influence on purchase intention ($p < 0.05$) in this study. Respondents in this study responded to high social support with an average social support response value of 3.81 which is in the high category. Respondents stated that when facing difficulties, some people on TikTok entertained, encouraged and listened to them when sharing personal feelings. Other TikTok users also showed interest and concern by providing solutions, suggestions, and information to help respondents overcome problems. Respondents' views on social support succeeded in encouraging their purchase intention. This can be seen from respondents' assessments of their purchase intentions, where respondents felt that the advice received regarding shopping activities from various sources encouraged them to make purchases. Respondents were also willing to buy recommended products, were interested in shopping at TikTok Shop in the near future and had a strong desire to shop through the platform. Research also shows that social support has a significant influence on purchase intention (X. Liu et al., 2021). Users who feel supported by their community or social network tend to be more confident in making future purchasing decisions.

Then, the results of this study indicate that trust has a significant influence on purchase intention ($p < 0.05$). The average respondent response to trust is at a high score, which is 3.82. Respondents consider TikTok as a social commerce platform that is honest in running its business, believe TikTok Shop is a reliable place, and believe that suggestions from TikTok Shop users are reviews that truly reflect product quality. Respondents also believe that TikTok Shop keeps their information secure and is trustworthy. This positive view drives their purchase intention, as seen from their responses who feel that recommendations about shopping activities on TikTok motivate them to buy. In addition, respondents are willing to buy recommended products, are interested in shopping at TikTok Shop soon and have a high interest in making purchases through this platform.

This finding is in line with previous studies that identified trust as a key factor in forming purchase intention (Barootkoob et al., 2021; Mafruchah & Hartono, 2023; Sintia et al., 2023; Wang et al., 2022). Users who believe in the credibility and quality of a product or service tend to be more interested in making a purchase. Trust plays an important role in minimizing the uncertainty faced by consumers when shopping online, which ultimately drives their intention to purchase products or services offered on social commerce platforms.

5. Conclusion

This study emphasizes the importance of creating deeper and more emotional interactions in social commerce to increase trust and purchase intention. TikTok and other social commerce platforms are advised to improve features that encourage meaningful interactions and maintain data security to strengthen consumer trust and drive purchase intention.

This study contributes both theoretically and practically. Theoretically, this study enriches the literature related to the influence of social commerce elements on consumer trust and purchase intention, using social support as a mediator. Focusing on the TikTok Shop platform offers a new perspective to understand how ratings, reviews, recommendations, and interactions in forums and communities influence consumer purchasing decisions. Practically, this study provides insights to business actors and social commerce platform developers regarding the importance of features that can increase social support and consumer trust. These findings suggest that online communities and interactions through ratings, reviews, and recommendations have great potential in building loyalty and driving consumer purchase intention. Thus, businesses can use these insights to develop more effective marketing strategies to create a more personalized and trustworthy shopping experience on social platforms.

This study has several limitations. First, the sample used is dominated by respondents from Kalimantan or one region, so the results may be less representative of the wider population in Indonesia. Second, the platform studied is limited to TikTok. Although TikTok is a popular platform, the results may be different if using other social platforms. Third, this study only examines the influence of social commerce constructs on purchase intention through social support and trust, which may limit direct understanding of the relationship between social commerce constructs and purchase intention without a mediator.

Future research is advised to expand the scope of the sample area to be more representative of a more diverse population. In addition, future research can explore other social platforms to see if these findings are consistent across platforms. It is also recommended that the influence of social commerce constructs directly on purchase intention without an intermediary is examined to see the possible direct relationship. Other factors such as social interaction, social presence, and relationship quality in social commerce can also be additional variables explored to purchase intention to provide a deeper understanding.

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