


The Effect Of Trust As A Mediating Variable Of Social Media And E-Service Marketing On Purchase Decisions At Tiktok Shop

Sonny Fransisco Siboro¹, Otto Siregar², Irwin Sukrisno Sugeng³

^{1,2,3}Universitas Bina Sarana Informatika

Article Info	ABSTRACT
Keywords: Social Media Marketing, E-Service, Trust, Purchasing Decisions	This research aims to analyze the role of trust as a mediating variable in the relationship between social media marketing and e-service quality on purchasing decisions at the TikTok Shop. Using a quantitative approach, data was collected from TikTok Shop users through an online survey which was distributed to 97 people. The data analysis technique used is path analysis to test the direct and indirect relationship between social media marketing, e-service, trust and purchasing decisions. The research results show e-service positive and significant effect on trust, e-service has a positive and significant effect on purchasing decisions, trust has a positive and significant effect on purchasing decisions, social media marketing has a positive and significant effect on trust, social media marketing has a positive and significant effect on purchasing decisions, trust can mediate e-service on purchasing decisions, while trust cannot mediate social media marketing on purchasing decisions. These findings emphasize the importance of effective social media marketing strategies and quality management services in building consumer trust, which ultimately drives purchasing decisions.
This is an open access article under the CC BY-NC license 	Corresponding Author: Sonny Fransisco Siboro Universitas Bina Sarana Informatika sonny.sof@bsi.ac.id

INTRODUCTION

In recent years, developments in information technology have changed the marketing landscape significantly. One of the big changes is the emergence of social media platforms which are not only a communication tool, but also an effective means for carrying out marketing activities. TikTok, as one of the fastest growing social media platforms, has become the focus of many businesses in reaching consumers in an innovative and interactive way. Marketing through TikTok allows businesses to capitalize on viral trends, user engagement, and creative content formatting to capture consumer attention. The demands and aspirations of society have led to the rapid growth of social media. According to the We Are Social report, in January 2024 there will be 185 million individual internet users in Indonesia, equivalent to 66.5% of the total national population of 278.7 million people. Social media businesses have begun to create innovations in response to changes in people's lifestyles, such as the addition of social commerce an online marketplace that can be accessed by buyers and sellers. TikTok is a social media platform that is currently trending. Regarding social commerce, TikTok is one example, especially TikTok Shop. TikTok

Shop combines commerce with entertainment, allowing users to search for and purchase items in a fun way. Since March 2021, TikTok Shop has emerged as a popular social commerce platform.

In the digital era, where transactions between consumers and sellers take place virtually, customer trust is crucial. Customers are more likely to make a purchase and stick around if they trust a platform or brand. Consumer trust can act as a mediating factor between social media marketing and the impact of electronic services on purchasing decisions in the case of TikTok Shop. Customers' confidence in completing transactions can be enhanced by the trust they build through their interactions with marketing content and e-service experiences.

TikTok Shop is a place where people can search for and buy products in a fun way that combines entertainment with commerce. Since March 2021, TikTok Shop has emerged as a popular social commerce platform. Three shopping options are available on TikTok Shop: direct shopping, shoppable movies, and product displays. As of August 2022, TikTok Shop has emerged as a social media platform that makes online purchases easier, with the highest frequency of use in Indonesia, namely 46% (Populix Poll, 2022).

By using trust as a mediating variable, this study will examine how social media marketing and the quality of electronic services at the TikTok Shop influence consumer purchasing decisions. This study is expected to increase knowledge in digital marketing and offer useful suggestions for companies who want to make the most of TikTok Shop as an e-commerce platform, considering the importance of understanding the elements that influence purchasing decisions in the digital ecosystem.

A complex purchasing process usually involves several decisions, a decision involving several alternative actions or behaviors. In essence, although marketers often make choices between products, brands and places of purchase, the purchasing process is also usually influenced by good relationships between producers[1]. Consumer decisions are problem-solving solutions in human activities in purchasing goods or services to fulfill their wants and needs. A complex purchasing process usually involves several decisions, decisions that involve a choice between several alternative actions or behaviors. Although most marketers often refer to the choice between product, brand and place of purchase, the purchasing process is also usually influenced by the relationship between the two manufacturers [2].

According to Kotler[3], the purchase decision is a stage where consumers have a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service[4] [5] also explained that what is meant by a purchasing decision is a problem solving process which consists of analyzing or recognizing needs and desires to behavior after purchase. According to Olson, et al [6] purchasing decisions are an integration process that combines knowledge to emit two or more alternative behaviors and choose one of them. According to Schiffman et al[7], a purchasing decision is the selection of two or more alternative purchasing decision options, meaning that for someone to make a decision, several alternative choices must be available. Consumer purchasing decision making is a process of selecting one of several alternative solutions to problems with concrete action [8].

Trust is all the knowledge possessed by consumers and all the conclusions made by consumers about an object, its attributes and benefits[9] According to Rousseau et al[10], trust is a psychological area that is a concern for accepting what is based on expectations of good behavior from other people. Meanwhile, according to Pavlo[11]. Trust is an assessment of a person's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of closure. It can be concluded that Trust is the expectation held by an individual or group that the words, promises, or statements, whether oral or written, from another individual or group will be fulfilled.

The integrated operations of an organization that converts social media interactions and communications into useful strategic instruments for achieving targeted marketing goals is called a social media marketing strategy. Social media marketing is an online advertising campaign that aims to contact consumers through various existing platforms with sales promotions. According to business people, social media is the most important aspect of marketing.

According to D. Mc Quail[12], Social media is the information habits and changing roles of people in the process of reading and disseminating information supported by web technology. Social media empowers people to become disseminators of information. Social media is the dissemination of information from a broadcast mechanism (one-to-many) to a many-to-many mechanism. Social media is content containing information created by people who utilize publication technology, is very easy to access and is intended to facilitate communication, influence and interaction with each other and with the general public[13].

According to Kim and Ko define social media as marketing that uses social media which is implemented by companies to build awareness of their brands. According to F. Tjiptono[14], Social Media is an internet-based technology that facilitates conversation. The main difference with traditional web applications is the platform in the form of content creation, account uploading, networking, reporting, media sharing, and bookmarking. Broadly speaking, social media can collaborate into five types of egocentric sites (allowing users to create profiles), community sites (building communities in the virtual world), opportunistic sites (facilitating business), passioncentric sites (connecting with certain fellow enthusiasts), and media sharing sites (sharing image, audio and video content). The practice of marketing with social media is starting to develop and is used as a product marketing strategy tool, promoting brands and branding a company. Social media is a gathering place for people who want to share information and a place to find new friends and interact with other friends online.

In the field of marketing, the topic most frequently researched is e-service quality, this is due to the close relationship that exists between cost, satisfaction, retention and loyalty, not only e-service quality, but in the current era of course we must pay attention to security and comfort in carry out digital-based transactions, therefore public trust and confidence in technological developments must be taken into account[15].

E-service basically it is an improvement in the quality of services used in electronic media. The new variation of service quality (serqual) is called electronic service quality, or e-

Serqual. To assess services offered via the internet, e-serqual was created. According to Chase, et al in[16], that 'E-service quality is defined as the extension of a site's ability to facilitate shopping, purchasing and distribution activities effectively and efficiently'. Then according to Zeithaml. Parasuraman and Malhotra [16], that 'E-service quality is defined as the ability of a site to provide effective and efficient facilities for online shopping, online purchases and the acquisition of goods or services.

E-service refers to an application's ability to provide assistance to users efficiently and effectively over the internet. According to Zeithaml, et al[17], a context model for understanding and improving service quality and dividing it into seven dimensions, namely efficiency, reliability, fulfillment and privacy, thus forming a core online service scale or core scale. According to Santos[16] that 'E-service quality is a general evaluation and assessment given by consumers based on the good or bad quality of a product or service delivered in virtual form'. Pavlichev and Garson[16], explains electronic service quality (e-service quality), namely the delivery of services using new media, namely the web. The existence of evidence of the quality of service delivered via the website is a very important strategy compared to low prices and web presence. According to Kotler [18], e-service quality is an indicator of the services provided by the company to consumers.

METHODOLOGY

Researchers used an unlimited population type in this study, which means researchers are not sure of the total number of TikTok users in the Jabodetabek area. Researchers also used a purposive sampling strategy combined with non-probability sampling methods to collect sample data. To make it easier for researchers to obtain samples, the purposive sampling technique has requirements or researchers design their own criteria. Researchers used the following criteria: respondents aged over 17 years and domiciled in Jakarta, Bogor, Depok, Tangerang, or Bekasi. Apart from that, respondents are TikTok Shop users who have made at least three purchases in the last three months.

According to Ghozali[19], the minimum sample size recommended for the PLS-SEM test ranges from 30 to 100 respondents. Because the exact size of the member population is unknown, the sample size was calculated using the Cochran formula [20]. From the calculated result is 96.04, in calculations that produce fractions (there are commas) it is best to round up[20]. The data analysis method used in this research is Smart Partial Least Square (SmartPLS). The SmartPLS program is used in the data processing procedure. In this study, the data analysis approach used is partial least squares (PLS) analysis, which is based on all the data obtained. PLS is a multivariate statistical technique that allows processing several explanatory factors simultaneously. Written language, tables, and graphs are used to organize data to aid data analysis and provide organized conclusions.

FINDINGS AND DISCUSSION

This research uses the Partial Least Square Data Analysis (PLS) approach using the SmartPLS 3.2 application to test the hypothesis. Below is a schematic representation of the tested PLS program:

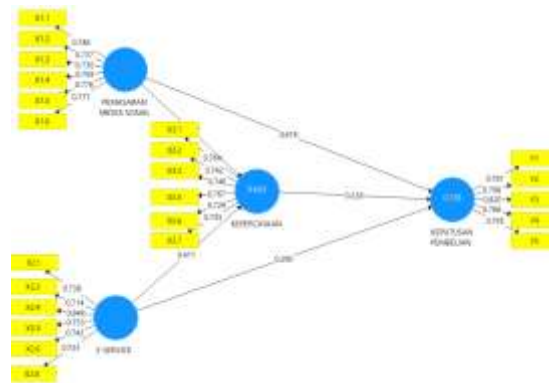


Figure 1. Initial Models

Convergent Validity

An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.7 . The following are the outer loading values for each indicator on the research variables.

Outer Loadings				
Matris				
	E-SERVICE	KEPERCAYA...	KEPUTUSA...	PEMASARA...
X1.1				0.746
X1.2				0.737
X1.3				0.730
X1.4				0.739
X1.5				0.776
X1.6				0.777
X2.1		0.738		
X2.3		0.714		
X2.4		0.848		
X2.5		0.753		
X2.6		0.742		
X2.8		0.723		
X3.1			0.764	
X3.2			0.742	
X3.3			0.746	
X3.5			0.767	
X3.6			0.729	
X3.7			0.755	
Y1			0.781	
Y2			0.796	
Y3			0.820	
Y4			0.786	
Y5			0.795	

Based on the output above, in assessing the convergent validity of the reflective model, the relationship between item scores and construct scores is calculated using the Partial Least Squares (PLS) method. Reflective validity is considered high if the correlation exceeds 0.7 with the construct being measured. However, in the initial stages of measurement scale development, loading values between 0.5 and 0.6 are considered adequate[21]. From the output results above, it meets the criteria for a loading value of < 0.5 . Because all latent variables have a Cronbach's alpha value ≥ 0.70 , which means that the Cronbach's alpha value has met the requirements so that the entire construct can be said to be reliable.

From analysis data, it can be shown that the composite reliability value of all research variables is > 0.7 . This shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability. Convergent validity can also be assessed by looking at the AVE (Average Variance Extracted) value > 0.5 so that it can be said to be valid using convergent validity.

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value which shows a tolerance value > 0.1 or equal to a VIF value < 5 . Below are the VIF values in this study. Collinearity Statistics (VIF) results, based on the table above, show that a variable does not have a multicollinearity test if the VIF value is greater than or equal to 0.1 or less than 5.

Inner Model Analysis

Structural model assessments are conducted to demonstrate relationships between observed variables and key predictor, mediator, and outcome variables in similar, complex models. The virtue test of this model consists of two assessments: R-Square (R^2) and Q-square (Q^2). The R-Square value measures the level of influence of exogenous factors on endogenous variables. A higher R^2 number indicates a stronger level of hopelessness. Based on the R^2 values of 0.75, 0.50 and 0.25, it can be concluded that this model is strong, medium and weak, respectively[22]. The determination coefficient values in this study are shown below.

Table 1. R-Square Value

R Square			
Matrix	R Square	R Square Adjusted	
	R Square		R Square Adjusted
KEPERCAYAAN	0.623	0.615	
KEPUTUSAN PEMBELIAN	0.738	0.730	

Based on the table above, R-Square is used to see the magnitude of the influence of social media and e-service marketing variables on trust, namely with a value of 0.623 or 62.3%, so this relationship is a strong relationship. R-Square is also used to see the influence of social media and e-service marketing variables on purchasing decisions, namely with a value of 0.738 or 73.8%, so this relationship is a strong relationship.

The next test is the Q-Square test. The Q^2 value in structural model testing is done by looking at the Q^2 value (predictive relevance). The Q^2 value can be used to measure how good the observation values produced by the model and its parameters are. A Q^2 value > 0 indicates that the model has predictive relevance, while a Q^2 value < 0 indicates that the model lacks predictive relevance. The following are the results of calculating the Q-Square value:

$$\begin{aligned} \text{Q- Square} &= 1 - [(1 - R_{21}) \times (1 - R_{22})] \\ &= 0.901226 \end{aligned}$$

Based on the research results above, the Q-Square value was 0.9012. This value explains the diversity of research data, which can be explained by the research model by 90.12%, while the remaining 9.78% is explained by other factors outside this research

model. Thus, from the results of these calculations, this research model can be stated as having has a good goodness of fit.

Path Coefficient Test

Path Coefficient Test To test the hypothesis in this research, you can use a table of path coefficient values for direct effects and specific indirect effects for indirect effects (mediation). Test the path coefficient using the bootstrapping process to see the statistical t value or p value (critical ratio) and the original sample value obtained from the process. A p value < 0.05 indicates there is a direct influence between variables, while a p value > 0.05 indicates there is no direct influence between variables. In this study, the significance value used was the t-statistic 1.96 (significant level = 5%). If the t-statistic value is > 1.96 then there is a significant influence. Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. Below are the path coefficient values of the test results.

Table 2. Path Coefficient Test

Total Effects					
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	
	Original Sample (O)	Sample Mean (M)	Standard D.	T Statistics (O/STDEV)	P-Values
E-SERVICE -> KEPERCAYAAN	0.411	0.401	0.146	2.810	0.005
E-SERVICE -> KEPUTUSAN PEMBELIAN	0.380	0.392	0.075	5.105	0.000
KEPERCAYAAN -> KEPUTUSAN PEMBELIAN	0.226	0.235	0.102	2.210	0.033
PEMASARAN MEDIA SOSIAL -> KEPERCAYAAN	0.427	0.421	0.139	2.685	0.008
PEMASARAN MEDIA SOSIAL -> KEPUTUSAN PEMBELIAN	0.515	0.489	0.101	5.081	0.000

Based on the table above, the interpretation is as follows:

1. The first hypothesis tests whether e-service has a positive and significant effect on Trust. The table above shows that the t-statistic value is 2.810 with an influence size of 0.411 and a p-value of 0.005. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the first hypothesis is accepted.
2. The second hypothesis tests whether e-service has a positive and significant effect on purchasing decisions. The table above shows a t-statistic value of 5.105 with a large influence of 0.380 and a p-value of 0.000. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the second hypothesis is accepted.
3. The third hypothesis tests whether trust has a positive and significant effect on purchasing decisions. The table above shows that the t-statistic value is 2.685 with an influence size of 0.226 and a p-value of 0.028. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the third hypothesis is accepted.
4. The fourth hypothesis tests whether social media marketing has a positive and significant effect on Trust. The table above shows that the t-statistic value is 2.810 with an influence size of 0.427 and a p-value of 0.008. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the fourth hypothesis is accepted.
5. The fifth hypothesis tests whether social media marketing has a positive and significant effect on purchasing decisions. The table above shows that the t-statistic value is 5.081 with a large influence of 0.515 and a p-value of 0.000. With a t-statistic

value >1.96 and a p value <0.05 , it can be concluded that the fifth hypothesis is accepted.

Indirect Effect Test is an indirect test that can be seen from the results of certain indirect effects. If the P-Values < 0.05 then it is significant. This means that the mediator variable mediates the influence of an exogenous variable on an endogenous variable, in other words the influence is indirect. If the P-Value value is > 0.05 then it is not significant. This means that the mediator variable does not mediate the influence of an exogenous variable on an endogenous variable. In other words, the influence is direct. Below are the values of specific indirect modes.

Table 3. Moderating Effect

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	Excel Format
	Original Sample (O)	Sample Mean	Standard Dev.	T-Statistic (O/STDEV)	P-Values	
E-SERVICE → KEPERCAYAAN → KEPUTUSAN PEMBELIAN	0.095	0.091	0.090	1.854	0.032	
PEMASARAN MEDIA SOSIAL → KEPERCAYAAN → KEPUTUSAN PEMBELIAN	0.096	0.102	0.062	1.557	0.060	

Based on the table above, the results obtained are the sixth hypothesis tests whether trust mediates the relationship between e-service and purchasing decisions. Based on the table above, it shows that the t-statistic value is 1.854, which means <1.96 with a p value of 0.032, which means <0.05 . So it can be concluded that e-service on purchasing decisions can be mediated by trust, the seventh hypothesis tests whether trust mediates the relationship between social media marketing and purchasing decisions. Based on the table above, it shows that the t-statistic value is 1.557, which means <1.96 with a p value of 0.060, which means > 0.05 . So it can be concluded that social media marketing on purchasing decisions cannot be mediated by trust.

CONCLUSION

The research results show that: e-service positive and significant effect on trust, e-service has a positive and significant effect on purchasing decisions, trust has a positive and significant effect on purchasing decisions, social media marketing has a positive and significant effect on trust, social media marketing has a positive and significant effect on purchasing decisions, trust can mediate e-service on purchasing decisions, while trust cannot mediate social media marketing on purchasing decisions.

REFERENCE

- [1] I. H. Nasution and A. Frimayasa, "Pengaruh Kualitas Produk, Promosi dan Kualitas Pelayanan Terhadap Loyalitas Nasabah di PT. Bank Rakyat Indonesia KCP Kota Wisata Kabupaten Bogor," *J. Portofolio J. Manaj. Dan Bisnis*, vol. 1, no. 2, pp. 123–132, 2022.
- [2] I. H. Nasution and A. Frimayasa, "Loyalitas Nasabah di PT. Bank Rakyat Indonesia KCP Kota Wisata Kabupaten Bogor Ditinjau Dari Kualitas Produk, Promosi dan Kualitas Pelayanan," *J. Perspekt. Manajerial Dan Kewirausahaan*, vol. 2, no. 2, pp. 56–68, 2022.

- [3] P. and K. L. K. Kotler, *Marketing Management*, 15th Editi. Pearson Education, Inc, 2016.
- [4] P. and K. L. K. Kotler, *Marketing Managemen*, 15th ed. Pearson Education, Inc., 2016.
- [5] P. dan A. Kotler, *Prinsip-prinsip Marketing*, Edisi 7. Jakarta: Salemba Empat, 2018.
- [6] Olson. Jerry and Peter. Paul Olson, *Perilaku Konsumen dan Strategi Pemasaran*, Sembilan. Jakarta: Salemba Empat, 2013.
- [7] J. Schiffman, L. G. & Wisenblit, *Consumer Behavior*, 20 th Edit. United Kingdom: Pearson, 2019.
- [8] M. Revita, A. Frimayasa, and A. Kurniawan, "Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Smartphone Merek Samsung," *Penelit. Ilmu Manaj.*, vol. 1, no. 1, pp. 2614–3747, 2018.
- [9] Mowen dan Minor, *Perilaku Konsumen*, Satu (terj. Jakarta: Erlangga, 2016.
- [10] Donni Juni, *Perilaku Konsumen: Dalam Persaingan Bisnis Kontemporer*. Bandung: CV Alfabeta, 2017.
- [11] Donni Junni Priansa., *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta, 2017.
- [12] D. Mc Quail, *Teori Komunikasi Massa, Mc Quail*. Jakarta: Salemba Humanika, 2012.
- [13] R. Nasrullah, *Media Sosial; Prespektif Komunikasi, Budaya Dan Sosioteknologi*. Bandung: Simbiosis Rakatama Media, 2015.
- [14] F. Tjiptono, *Strategi Pemasaran*, 4th ed. Yogyakarta: Andi, 2017.
- [15] S. F. A. Putri and N. Marlana, "Pengaruh e-service quality dan e-trust terhadap kepuasan konsumen," in *FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2021, vol. 23, no. 3, pp. 463–474.
- [16] A. Mubarak and N. Kurriwati, "Pengaruh E-Service Quality dan E-Trust terhadap E-Satisfaction Pada Nasabah Pengguna Aplikasi Mobile Banking Bank Tabungan Negara Bangkalan," *J. Kaji. Ilmu Manaj.*, vol. 1, no. 1, 2021.
- [17] T. Fandi, *Service, Quality & Satisfaction*, 3rd ed. Yogyakarta: Penerbit Andi, 2014.
- [18] P. Kotler, K. Keller, M. Brady, M. Goodman, and T. Hansen, *Marketing Management: 4th European Edition*. Pearson UK, 2019.
- [19] and H. L. Ghazali, Iman, *Partial Least Square Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan penerbit- Undip, 2020.
- [20] R. Agtovia Frimayasa. Yanthi herawati, Ibnu Haris Nasution, *STATISTIK BERBASIS KOMPUTER UNTUK PENELITIAN (Panduan Praktis Menggunakan SPSS untuk penelitian dan Skripsi)*. Padang: Hei Publishing, 2024.
- [21] and H. L. Ghazali, Iman, *Partial Least Square Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan penerbit- Undip, 2020.
- [22] H. Ghazali, Imam & Latan, *Partial Least Square: Konsep, Metode, dan Aplikasi menggunakan program WarpPLS 5.0.*. Semarang: Universitas Diponogoro, 2017.