

ABSTRACT

This research was motivated by problems related to Social Commerce Construct of e-commerce JD.ID in Indonesia. Based on the pre survey results, negative comments and low ratings on the rating and review feature e-commerce JD.ID lead to decrease consumer trust and purchase intention of product at e-commerce JD.ID. This study aims conducted to determine the effect of Social Commerce Construct on Consumer Trust and Purchase Intention jd.id e-commerce users in Indonesia.

This study uses a quantitative method with a type of descriptive and causal research. The sampling technique is non probability sampling type purposive sampling, with the number of respondents as many as 100 people. Data analysis techniques used descriptive analysis and path analysis.

Based on the results of the descriptive analysis of Social Commerce Construct as a whole are in the good category but there are responses of respondents with the lowest score on the statement of rating features containing many high ratings. Consumer Trust and Purchase Intention as a whole are in the quite good category. The results of path analysis show that: (1) Social Commerce Construct have a significant effect on Consumer Trust of 32,2%. (2) Social Commerce Construct have a significant effect on Purchase Intention of 13,1%. (3) Consumer Trust have a significant effect on Purchase Intention of 20,3%. (4) Social Commerce Construct have an indirect effect on Purchase Intention through Consumer Trust of 25,5%.

Keywords: Social Commerce Construct, Consumer Trust, Purchase Intention