

## ABSTRACT

This study aims to explain; (1) the effect of Social Commerce Construct on Consumer Trust, (2) The influence of Social Commerce Construct on Purchase intention, (3) the influence of Consumer Trust on Purchase intention, (4) and Consumer Trust mediates the relationship between Social Commerce Construct with Purchase Intentions. This study is an explanatory research with a quantitative approach. The sample in this study was 100 respondents from Shopee e-commerce users and who have made online *purchases* through the Shopee *website* and have purchased a general one time. The sampling technique in this study uses a probability sampling technique with purposive sampling and the data collection method uses a questionnaire. The data analysis used is descriptive statistical analysis and path coefficients.

The results of the analysis show that: (1) the variable Social Commerce Construct has a significant effect on the variable Consumer Trust, (2) The Social Commerce Construct variable has a significant impact on the intention Purchased variable with the Consumer Trust variable as a mediasi variable. The indirect effect results show that the Consumer Trust variable plays a role in the relationship between the Social Commerce Construct and Purchase intention variables. (3) The *Consumer Trust* variable has a significant effect on the *Purchase Intention* variable. (4) *Consumer Trust* mediates the relationship between *Social Commerce Construct* and *Purchase Intention*

**Key words:** *Social Commerce Construct, Consumer Trust and Purchase Intention*