ABSTRACT

This study was conducted to determine the effect of social commerce construct on consumer trust and purchase intention on Tokopedia e-commerce users in Makassar city. The purpose of this research is to find out and analyse how the effect of social commerce construct on consumer trust, the effect of social commerce construct on purchase intention, the effect of consumer trust on purchase intention, and the indirect effect of social commerce construct on purchase intention through consumer trust of e-commerce users. Tokopedia in Makassar city.

The method used in this research is quantitative with the type of descriptive and causality as well as the SEM-PLS. Sampling is done by non-probability sampling method purposive sampling type. The number of respondents obtained as many as 100 people. The data analysis technique used is descriptive analysis and path analysis.

Based on the results of descriptive analysis, respondents' responses to social commerce construct, consumer trust, and purchase intention are included in the good category, with percentages of 79.35%, 80.55%, and 79.09%, respectively. The results of the path analysis show that the social commerce construct has a positive effect on consumer trust, the social commerce construct has a positive effect on purchase intention, consumer trust has a positive effect on purchase intention, and the social commerce construct has no indirect effect on purchase intention through consumer trust in one's shopping experience.

Keywords: Social Commerce Construct, Consumer Trust, Purchase Intention