

## ABSTRACT

*This research is motivated by the increasing prevalence of social media in the world that makes features for trading, which are now commonly referred to as social trading. There are several types of social commerce in the world, ranging from online commerce such as on the Amazon site, to trading sites built on a social media, such as in this study, namely Tiktok on its Tiktok Shop feature.*

*The thesis research entitled Effects of Social Commerce Construct on Indonesian Consumer Purchase Intentions Through the Tiktok Shop Feature on Social Media Tiktok aims to determine the relationship and influence between the constructs that make up social commerce on consumer purchase intentions at Tiktok Shop which is also influenced by the level of trust, perceived risk, and online behavioral advertising or advertisements marketed through social media algorithms, which in the context of this research is Tiktok.*

*By using a purposive sampling technique in non-probability sampling, a sample of 401 respondents was obtained who are familiar with Tiktok users and have used or at least know the Tiktok Shop service. Data from the distributed questionnaires were then processed using the confirmatory analysis method and mediation test with SmartPLS.*

*From the results of data processing that has been done, the results show that recommendations and referrals, forums and communities, as well as ratings and reviews are variables that build social commerce. In addition, the construction of social commerce also affects the level of consumer trust or trust, and indirectly affects purchase intentions through trust as a mediator. Then, trust also affects perceived risk, together with online behavioral advertising or OBA. Then, trust, perceived risk, and OBA also influence consumer purchase intentions.*

*The results of this study are expected to be able to provide enlightenment to business people, especially those who use the Tiktok Shop feature. In addition, it is also hoped that this research can become a reference for further research considering the limitations in writing this research.*

**Keywords:** *Social trading, Tiktok, Tiktok Shop, level of trust, accepted risk, online behavioral advertising, purchase intention*