

## ABSTRACT

Social commerce is a new phenomenon in online shopping using social media. One of the most popular social commerce applications is TikTok Shop. With the use of TikTok Shop, consumers can choose and pay for the desired product without having to switch applications. Although TikTok officially present in Indonesia in 2017, TikTok Shop has been able to attract consumer interest by becoming the most commonly used social commerce platform for online shopping. Of course, there are several factors that influence the high interest of consumers in shopping on the TikTok platform. Among them the benefits of online reviews given that TikTok itself is a social media container that is used by users to express themselves, trust variables, and perceived risk.

The research aims to find out how much is the influence of perceived usefulness of online reviews, trust, and perceived risk on purchase intention in the TikTok Shop for students in Bandung City. The research method on this study is the quantitative method using the SEM-PLS data analysis technique by using SmartPLS 4.0 application to test the data obtained from the spread of the questionnaire to 385 respondents.

The results of the study showed that the perceived usefulness of online reviews, trust, and perceived risk had a significant influence on purchase intention, with an influence value of 62.3%. Other findings in the study indicated that the perceived utility of online reviews had a positive and significant impact on trust, while trust had a significant negative influence on perceived risk. The results of this research are expected to be an evaluation material for companies and entrepreneurs on what factors should be taken into account in order to increase consumer interest in social commerce platforms, in particular TikTok Shop.

**Keywords:** *perceived usefulness of online review, trust, perceived risk, purchase intention.*