

FAKTOR-FAKTOR YANG MEMENGARUHI *PURCHASE INTENTION*
SOCIAL COMMERCE TIKTOK SHOP DI INDONESIA

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji faktor-faktor yang memengaruhi niat beli konsumen Tiktok Shop di Indonesia. Kuesioner dikumpulkan dari 165 konsumen Tiktok Shop di Indonesia, kemudian data dianalisa menggunakan *confirmatory factor analysis* (CFA) dan *structural equation model* (SEM). Pengolahan data menggunakan *software* AMOS 24. Hasil penelitian menunjukkan bahwa *economy* (E), *reliability* (R), *interaction* (IN), dan *sales promotion* (SP) terbukti sebagai faktor yang signifikan memengaruhi *purchase intention* (PI) konsumen Tiktok Shop di Indonesia. Disamping itu *necessity* (N) terbukti sebagai faktor yang tidak signifikan terhadap *purchase intention* (PI) konsumen Tiktok Shop di Indonesia.

Kata kunci : *purchase intention, social commerce, economy, reliability, interaction*

*FACTORS THAT INFLUENCE PURCHASE INTENTION ON SOCIAL
COMMERCE TIKTOK SHOP IN INDONESIA*

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ABSTRACT

The purpose of this research is to examine Tiktok Shop consumer in Indonesia. Questionnaire was collected from 165 Tiktok Shop consumer in Indonesia, then the data were analysed by using confirmatory factor analysis (CFA) and structural equations modelling (SEM). Data processing was performed using AMOS 24 software. The results show that economy (E), reliability (R), interaction (IN), and sales promotion (SP) are four significant factors to influence Tiktok Shop consumer purchase intention (PI) in Indonesia. On the other Necessity (N) are non-significant factors of Tiktok Shop consumer purchase intention (PI) in Indonesia.

Keywords : purchase intention, social commerce, economy, reliability, interaction