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# THE ROLE OF TRUST IN SOCIAL COMMERCE SITE IN PURCHASING BEHAVIOR ON TIKTOK SHOP INDONESIA

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**Abstract:** Social commerce has developed as something new trend that utilizes social media to influence consumer purchasing behavior. This article aims to investigate the direct influence of informational support and emotional support on purchasing behavior as well as its indirect influence through trust in social commerce sites. A survey was conducted among a sample of 263 consumers who have engaged in social commerce through TikTok Shop. The collected data was analyzed using the structural equation modeling technique. Based on the research findings, it was revealed informational support and emotional support has direct influences on purchasing behavior and indirectly through trust in social commerce site. The findings imply that establishing trust is essential for driving consumer behavior in the context of social commerce. Moreover, the presence of social commerce platforms motivates marketers to leverage social media as a more effective marketing tool to build consumer trust and shape purchasing behavior. These findings highlight the significance of trust-building strategies and the potential of social commerce in influencing consumer decision-making processes.

**Keywords:** Informational Support, Emotional Support, Trust in Social Commerce Site, Purchasing Behavior

**Abstrak:** *Social commerce* telah berkembang sebagai tren baru yang memanfaatkan media sosial untuk memengaruhi perilaku pembelian konsumen. Artikel ini bertujuan untuk menyelidiki pengaruh langsung *informational support* dan *emotional support* terhadap *purchasing behavior* serta pengaruh tidak langsungnya melalui *trust in social commerce site*. Sebuah survei dilakukan terhadap 263 sampel konsumen yang telah terlibat dalam *trust in social commerce site* melalui TikTok Shop. Data yang terkumpul dianalisis dengan menggunakan teknik model persamaan struktural. Penelitian ini menemukan *informational support* dan *emotional support* memiliki pengaruh langsung terhadap *purchasing behavior* dan secara tidak langsung melalui *trust in social commerce site*. Temuan ini menunjukkan bahwa membangun kepercayaan sangat penting untuk mendorong perilaku konsumen dalam konteks *social commerce*. Selain itu, kehadiran platform *social commerce* memotivasi pemasar untuk memanfaatkan media sosial sebagai alat pemasaran yang lebih efektif untuk membangun kepercayaan konsumen dan membentuk perilaku pembelian. Temuan ini menyoroti pentingnya strategi membangun kepercayaan dan potensi *social commerce* dalam memengaruhi proses pengambilan keputusan konsumen.

**Kata Kunci:** *Informational Support, Emotional Support, Trust in Social Commerce Site, Purchasing Behavior*

## INTRODUCTION

Social media has now become a primary necessity for many individuals. This is evidenced by the fact that numerous people find it challenging to separate themselves from their mobile phones (Solikah & Kusumaningtyas, 2022). Advances in technology and the rise

of social media have made it easier to utilize the various applications offered on social media platforms. As of the beginning of 2023, Indonesia had a social media user base of approximately 167.0 million people, accounting for approximately 60.4 percent of the total population (Kemp, 2023). The social commerce presence through social media is a method of continuously innovating and transforming by changing consumer trends (Llewellyn, 2023). Consumer trends are typically characterized by the emergence of visual and short video content, as well as consumer-generated video reviews. Social commerce provides access for customers to buy products or services through their social media platforms without having to leave the application, this is why social commerce brings about breakthroughs and focuses more on instant experiences (Peters, 2023).

Social commerce platforms play a crucial role in fostering quality relationships among users to generate business outcomes. These platforms are vital for fostering quality user relationships that lead to achieving business outcomes. Information-sharing activities in social commerce, such as reviews, references, recommendations, and ratings, are considered effective means of facilitating commercial transactions (Bugshan & Attar, 2020). Both informational support and emotional support are essential components of trust in social commerce. Informational support refers to the dissemination of knowledge through recommendations and advice to assist others in problem-solving, whereas emotional support pertains to emotional assistance, such as care, trust, and empathy (Selkie et al., 2020). Advertising and promotions also serve as measures to enhance consumers' intention for repeat purchases (Surja & Widodoatmodjo, 2023). Consequently, both informational support and emotional support have positive and influential effects in both the short and long term, serving as a foundation for the development of business resilience.

The decision to shop on social media is greatly influenced by the level of trust from customers. The main focus of this research is trust in social commerce sites. The shift from offline to online buying and selling goods has become increasingly prevalent (Kamalia & Burhanudin, 2022). The emergence of social commerce represents a relatively recent development in electronic commerce (Nadeem, Khani, et al., 2020). However, many online shops often pose challenges for customers in verifying the authenticity of the stores (Xiao & Benbasat, 2011). In this regard, social commerce has the potential to influence the purchasing intentions and decisions of other consumers through social interactions. Trust in social commerce sites plays a significant role in supporting consumers in making repeat purchases. By facilitating interaction with their target audience, social commerce can enhance marketing and sales performance (Lin et al., 2019).

Purchasing behavior holds utmost importance in the realm of marketing. Customers make online purchases only after gaining confidence in the platform they are using. Positive purchasing behavior encourages customers to engage in shopping activities (Han, 2020). Research on purchasing behavior is still limited to the US and has primarily focused on Amazon (Lin et al., 2019). However, in-depth and specific research on the TikTok store in Indonesia is still limited (Sanjaya et al., 2023). Therefore, purchasing behavior is often stimulated through marketing strategies, such as offering discounts on first purchases for early customers who have bought products (Zhao & Li, 2020). Purchasing behavior can occur when a consumer has a sudden and compelling desire to purchase a product immediately.

This research aims to examine the influence of informational support and emotional support on purchasing behavior with the mediation of trust in social commerce sites. The study has both theoretical and practical implications. Theoretically, research related to the influence of trust in social commerce sites on purchasing behavior needs further investigation (Lin et al., 2019). Practically, this study can assist marketers in understanding current and future trends, thereby attracting consumers to make purchases through social commerce (Nadeem, Khani, et al., 2020). Additionally, marketers also need to provide promotional content or reviews through social media to build consumer trust (Bugshan & Attar, 2020).

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### Informational Support

Informational support plays a crucial for marketers. It is defined as the support that arises through information, exchange of ideas, and knowledge related to specific needs (Wang et al., 2021). Informational support is typically more readily accepted when someone has similar knowledge or circumstances. State that the provision of information must be clear and accurate, as information needs to be effectively conveyed. Informational support helps individuals make informed decisions. Information about the benefits of service innovation will be an opportunity for new marketers (Hardi & Arifin, 2023). Providing informational support plays a vital role in a person's experience, thus providing an opportunity for further exploration by researchers.

This topic needs to be further explored based on previous research. Previous studies have primarily focused on informational support within the context of social health communities (Sharma & Khadka, 2019). The current research aims to examine the connection between informational support and marketing. Having adequate information about a product enables customers to compare it with other products and make informed purchasing decisions as a result. Informational support is conveyed through innovative ideas, such as creating content related to product unboxing, usage, and problem-solving, which can help generate business insights (Wang et al., 2021). Taking these factors into consideration, this study is expected to provide a valuable long-term contribution to marketers in their business endeavors.

### Emotional Support

Consistent emotional support, expressed in various positive ways, is essential. *Emotional support* is provided through care, trust, and empathy from other users within the same social media group (Zhong et al., 2021). Close relationships can foster strong emotional support. Customers receive support through knowledge, information, and shared experiences, serving as their emotional support (Hajli, 2018). A sense of trust characterizes emotional support. The process of emotional support motivates individuals to take desired actions. The area of emotional support is an intriguing topic for further research.

Emotional support has been extensively studied in previous research. Gelbrich et al. (2021) have found that emotional support from others can enhance an individual's confidence and well-being. Emotional support is closely linked to actions that capture the attention of others. Actions such as maintaining eye contact, using supportive words, and displaying care can create emotional support. Building upon this foundation, the current research aims to gain a deeper understanding of individuals' emotions and provide positive support.

### Trust in Social Commerce Site

Trust in social commerce sites enhances the online shopping experience. Trust in social commerce sites is defined as trust in the capabilities of internet-based commercial social media (Herrando et al., 2019). Purchasing behavior can occur when a consumer has a sudden and compelling desire to purchase a product immediately (J. Chen & Shen, 2015). Trust emerges as a critical factor in social commerce sites. A positive individual perspective can foster deeper trust in social commerce sites. In online shopping, trust is a crucial factor because, without consumer trust in a product, there will be no purchase intention or transactions in the marketplace (Cahya & Cokki, 2023). Given the constant changes accompanying technological advancements, social commerce site plays a crucial role among social media users.

As technology continues to advance, this topic has received considerable attention in previous research. Herrando et al. (2019) investigated that trust in social commerce sites refers to user-generated content. The content typically contains current and reliable information. The presentation of social commerce content should aim to establish long-term trust. Creative ideas can generate feedback from other users. Emotional support provides relational benefits for those involved in social commerce (J. Chen & Shen, 2015). This study will explore into the application of social commerce, which has garnered significant trust from the public.

## **Purchasing Behavior**

Understanding purchasing behavior is of utmost importance. Purchasing behavior is defined as the series of steps consumers take when acquiring a desired product (Ishak et al., 2020). Purchasing behavior refers to the buying process on online platforms (Chaudhuri et al., 2021). According to the literature, social media plays a significant role in explaining purchase intentions and enhancing our understanding of purchasing behavior within a social context (Hasan & Sohail, 2020). Han (2020) further elucidates that purchasing behavior is widely employed in individual shopping decision-making, as each person possesses unique characteristics.

Positive purchasing behavior plays a significant role in supporting purchase decision-making. Previous research has explored the changes in purchasing behavior resulting from online consumption (Rahman et al., 2021). Furthermore, Rahman et al. (2021) elaborate that online buying and selling have become a top priority, directly influencing purchasing behavior. Many consumers shape their behavior based on curiosity and self-satisfaction. The presence of aesthetic content, music, and color influences consumer purchasing behavior. Studies about purchasing behavior are still limited in scope, focusing on specific objects. This research aims to assess purchasing behavior and its subsequent impact on purchase decision-making.

## **The Effect of Informational Support on Trust in Social Commerce Site**

Having a comprehensive understanding of the influence of informational support on trust in social commerce sites is crucial for marketers. The relationship implications of information support and trust in social commerce sites have already been studied in the context of websites (Leong et al., 2020). In addition, Dwivedi et al. (2023) explain that the availability of information can foster greater trust among consumers. Given the current high level of TikTok user's activity, it becomes convenient for them to transition into active consumers and recommend products to other users. Further research is warranted, as previous studies have been limited to non-social commerce contexts (Leong et al., 2020).

This study argues that the informational support received influences trust in social commerce sites. Dwivedi et al. (2023) explain that social commerce contexts can facilitate increased interaction between sellers and buyers. Consistently sharing information through TikTok Shop establishes a strong foundation for purchase decisions. Consumers will feel supported by the information provided, including product descriptions, usage guidelines, and storage methods. Lal (2017) explains that supportive information in social commerce has a positive impact on individual trust. Thus, this study formulates the following hypothesis:

H<sub>1</sub>: Informational support positively affects trust in social commerce site.

## **The Effect of Emotional Support on Trust in Social Commerce Site**

Understanding the influence of perceived emotional support on trust in social commerce sites is essential. The correlation between emotional support and trust in social commerce sites signifies a strong belief during the shopping process (Nadeem, Juntunen, et al., 2020). Engaging in social commerce fosters long-term emotional trust, which is advantageous. Emotional Support enables consumers to perceive social commerce as more valuable and trustworthy (Shanmugam et al., 2016). Consumers can rely on emotional support to find solutions when encountering issues on the social commerce platform (Nadeem, Juntunen, et al., 2020). Therefore, emotional support is expected to influence trust in social commerce sites.

This study explains that emotional support influences trust in social commerce sites. Chen and Shen's (2015) previous research indicates that emotional support perceived by other users can build trust in social commerce. Consumers easily access various types of support through emotional and knowledge-oriented content (Lin et al., 2019). While trust in social commerce has been enhanced by platforms like Facebook and Twitter in previous studies, this research specifically focuses on the social commerce context of TikTok Shop. Other studies conducted in different contexts have also revealed that trust in social commerce sites can be

influenced by consumers' perceptions of emotions (Hammouri & Abu-Shanab, 2017). Based on the presented arguments above, this research formulates the following hypothesis:

H<sub>2</sub>: Emotional support positively affects trust in social commerce site.

### **The Effect of Trust in Social Commerce Site on Purchasing Behavior**

Understanding the influence of trust in social commerce sites on purchasing behavior in Indonesia, specifically through TikTok Shop, is crucial. The relationship between trust in social commerce sites and purchasing behavior has been previously examined in the context of the US, particularly on platforms like Amazon (Lin et al., 2019). Leung et al. (2020) explain that the activities carried out on social commerce platforms encourage users to engage in online shopping through interactions with one another. The continuous development of trust in social commerce fosters positive purchasing behavior. Sellers will experience greater success if they can establish higher levels of trust among consumers. This serves as a reference for Indonesian consumers to trust social commerce and shape their purchasing behavior.

This research specifically focuses on consumers in Indonesia. Consumer trust is recognized as a key factor contributing to the success of sellers (Nadeem, Khani, et al., 2020), and previous studies conducted in the US have yielded similar findings regarding the influence of trust in social commerce sites on purchasing behavior (Lin et al., 2019). Previous research suggests that social commerce gains trust as consumers feel satisfied with their purchases (Lin et al., 2019). Trust can create a sense of comfort and help mitigate consumers' negative perceptions of risks associated with online shopping (Lin et al., 2019). Based on the above arguments, the research can formulate the following hypothesis:

H<sub>3</sub>: Trust in social commerce site positively affects purchasing behavior.

### **The Influence of Informational Support on Purchasing Behavior through Trust in Social Commerce Site**

Understanding consumer purchasing behavior plays a crucial role in developing effective marketing strategies. Alnoor et al. (2022) state that the presence of informational support can stimulate positive intentions among customers to utilize social commerce platforms. Good quality information is also recognized as one of the key drivers for successful online transactions. However, the influence of informational support on purchasing behavior through trust in social commerce sites has not been previously examined, despite the significance of interactions on social commerce platforms in decision-making during transactions (Liang et al., 2011). Previous research has yet to investigate the impact of informational support on purchasing behavior through trust in social commerce sites (Lin et al., 2019).

This research argues that there is a significant influence of informational support on purchasing behavior, which is mediated by trust in social commerce sites. Chen et al. (2021) explain that social commerce now provides a platform for sellers and buyers to interact and seek advice from others. The type of informational support consumers receive is contingent upon the nature of the content, such as knowledge-based or entertainment-based content, which can support consumers in the decision-making process (Riaz et al., 2021). It is important to note that the influence of low-quality information shared through video reviews on purchasing behavior is contingent upon customers already trusting social commerce. Based on the arguments presented above, this research formulates the following hypothesis:

H<sub>4</sub>: Informational support positively affects purchasing behavior through trust in social commerce site.

### **The Influence of Emotional Support on Purchasing Behavior through Trust in Social Commerce Site**

Understanding the influence of emotional support on purchasing behavior, mediated by trust in social commerce sites, is essential. Makmor et al. (2018) identified that trust as a key factor that affects purchase intention. Moreover, emotional support serves as a motivating

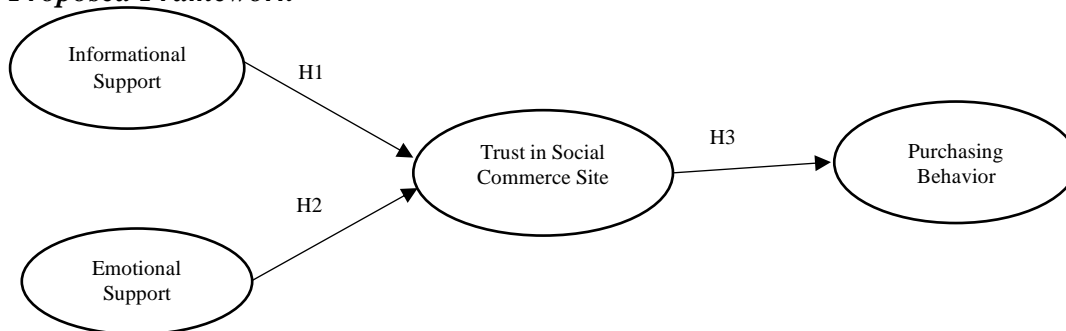
factor for users, fostering positive expectations regarding their behavioral intentions (Attar et al., 2021). Despite the significance of emotional support in helping consumers establish relationships with group members, the influence of emotional support on purchasing behavior through the mediation of trust in social commerce sites has not yet been examined (Liang et al., 2011). Therefore, this study aims to investigate the influence of emotional support on purchasing behavior, mediated by trust in social commerce sites.

This research argues that trust in social commerce sites plays a mediating role in the influence of emotional support on purchasing behavior. According to Sohn and Kim (2020), in the realm of social commerce, consumers not only make purchases but also actively share their buying experiences. The nature of emotional support is potent and effective in influencing purchasing behavior (Riaz et al., 2021). However, customers who feel valued will only make an immediate purchase if they already trust the social commerce platform. Building upon the aforementioned arguments, this research formulates the following hypothesis:

H<sub>5</sub>: Emotional support positively affects purchasing behavior through trust in social commerce site.

The above hypotheses are summarized in Figure 1.

**Figure 1**  
**Proposed Framework**



Source: Nadeem, Juntunen, et al. (2020); Lin et al. (2019); Peña-García et al. (2020)

## RESEARCH METHOD

The TikTok application has gained immense popularity among the Indonesian community. It has evolved beyond being a mere music and video platform, offering new features to its users. One such recent addition is TikTok Shop, which provides a convenient online shopping experience. Users can explore a wide range of promotional content from sellers, adding to the allure of the platform. Previous studies on trust in social commerce sites have primarily focused on platforms like Amazon and social networking sites (SNS) (Lin et al., 2019), thus necessitating research specifically centered on TikTok shops.

The respondents in this study are users of the TikTok application who have utilized the TikTok Shop social commerce service for online shopping purposes. A total of 263 participants were selected as the sample for this study using non-probability purposive sampling, based on predetermined criteria (Etikan, 2017). The survey was distributed through various social media platforms using Google Forms.

The questionnaire used in this study assesses four variables, comprising 22 statements to measure informational support, emotional support, trust in social commerce sites, and purchasing behavior. The measurement tools employed in this study are derived from the previous studies (see Table 1). A seven-point Likert scale was utilized, with point 1 indicating strong disagreement and point 7 indicating strong agreement. The questionnaire yielded data from 263 respondents who are users of TikTok Shop. Data analysis in this study involved evaluating the measurement model and the structural model. The assessment of the instruments

encompassed tests for convergent validity and reliability, followed by tests for discriminant validity.

**Table 1**  
**Research Instrument**

Variable	Code	Item	Source
Informational Support	SIS01	The content created by TikTok Shop allows me to evaluate the products I want to purchase	Lin et al. (2019)
	SIS02	The content on TikTok Shop helps me purchase the right products	
	SIS03	The content of TikTok Shop helps me make purchase decisions	
Emotional Support	SES01	The content on TikTok Shop entertains and motivates me to make purchase decisions	Lin et al. (2019)
	SES02	The content on TikTok Shop makes me feel more confident in making purchase decisions	
	SES03	The content on TikTok Shop makes me feel comfortable shopping	
Trust in Social Commerce Site	TEC01	TikTok Shop website can be counted on as a good social commerce website	Nadeem, Juntunen, et al. (2020)
	TEC02	TikTok Shop website is a reliable social commerce website	
Purchasing Behavior	PCB	How often do you buy products on TikTok Shop	Peña-García et al. (2020)

Source: Researcher (2023)

## RESULT AND DISCUSSIONS

The results of this research have the following characteristics of respondents: based on gender, there were more female respondents (74.5%) compared to male respondents (25.5%). The majority of respondents were in the age group of 17-22 years (84%), and the smallest age group was between 35-40 years (0.8%), with the highest educational level being high school or equivalent (74,1%), and the least educated group being Doctorate (1,1%).

This study performed data analysis in two steps. The first step involved conducting validity and reliability tests. Validity tests, as stated by (Hair et al., 2019), aim to demonstrate the accuracy of measuring a variable. Reliability tests assess the consistency of indicators within a questionnaire. The second step involved hypothesis testing, which was carried out by evaluating the structural model after ensuring the validity and reliability of the measured variables. Both steps were systematically organized to make significant contributions to the field of marketing through social commerce.

The evaluation of the measurement model was conducted in four steps. Firstly, the reliability of factors was assessed, and it was considered satisfactory if each item's factor loading achieved a minimum value of 0.708 (Hair et al., 2019). Table 2 presents the results, demonstrating that all variable factor loadings met the reliability criteria.

**Table 2**  
**Loading Factor**

Variable	Code	Loading
Emotional Support	SES01	0.904
	SES02	0.911
	SES03	0.927
Informational Support	SIS01	0.907
	SIS02	0.921
	SIS03	0.899
Purchasing Behavior	PCB	1.000
Trust in Social Commerce Site	TEC01	0.948
	TEC02	0.947

Source: Researcher (2023)

Secondly, the Average Variance Extracted (AVE) values were examined. AVE is used to assess discriminant validity for each variable, and it should have a value of at least 0.5 (Delorme et al., 2021). Table 3 presents the results, indicating that all AVE values meet the criteria, thereby demonstrating good convergent validity for all variables (Hair et al., 2019).

**Table 3**  
**Convergent Validity**

Variable	AVE
Emotional Support	0.836
Informational Support	0.835
Purchasing Behavior	1.000
Trust in Social Commerce Site	0.897

Source: Researcher (2023)

Thirdly, the HTMT value of a variable should be less than one. HTMT is an estimate of the correlation between two latent variables with different values (Henseler et al., 2015). Table 4 shows that no HTMT value exceeds one, thus indicating discriminant validity (Henseler et al., 2015).

**Table 4**  
**Heterotrait-Monotrait Ratio (HTMT)**

	Emotional Support	Informational Support	Purchasing Behavior	Trust in Social Commerce Site
Emotional Support				
Informational Support	0.983			
Purchasing Behavior	0.687	0.678		
Trust in Social Commerce Site	0.785	0.784	0.697	

Source: Researcher (2023)

Fourthly, Cronbach’s Alpha represents the lower limit for assessing the reliability of a construct, while Composite Reliability (CR) represents the upper limit. Both Cronbach’s Alpha and Composite Reliability (CR) should have values between 0.70 and 0.95 (Hair et al., 2019). Table 5 displays the results, indicating that both Cronbach’s Alpha and CR values meet the criteria, thus ensuring the reliability of the constructs. The next step involves evaluating the structural model to test the proposed hypotheses in this study.

**Table 5**  
**Reliability**

Variable	Cronbach’s Alpha	Composite Reliability
Emotional Support	0.902	0.938
Informational Support	0.895	0.935
Purchasing Behavior	1.000	1.000
Trust in Social Commerce Site	0.885	0.946

Source: Researcher (2023)

**Table 6**  
**Hypothesis Test Results**

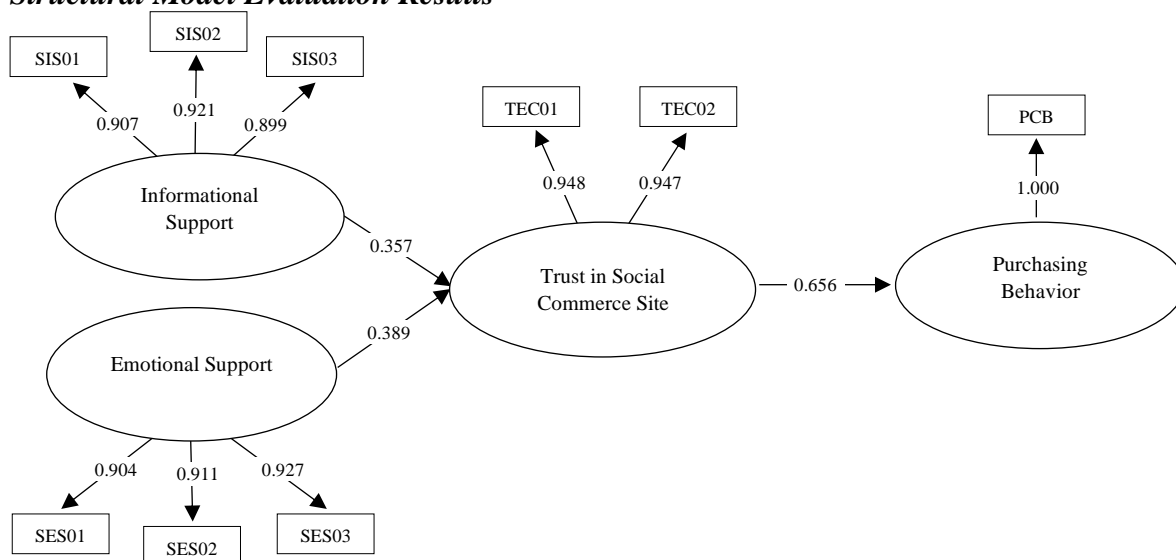
Hypothesis	Direct Effect	Indirect Effect	Total Effect	Conclusion
Informational support → Trust in Social Commerce Site	0.389***	-	-	Supported
Emotional Support → Trust in Social Commerce Site	0.357***	-	-	Supported



Trust in Social Commerce Site → Purchasing Behavior	0.656***	-	-	Supported
Informational Support → Trust in Social Commerce Site → Purchasing Behavior	-	0.255***	0.644***	Supported
Emotional Support → Trust in Social Commerce Site → Purchasing Behavior	-	0.234***	0.591***	Supported

Note: \*\*\* Significant at  $p \leq 0.001$   
 Source: Researcher (2023)

**Figure 2**  
**Structural Model Evaluation Results**



Source: Researcher (2023)

Social media platforms are constantly evolving and introducing new features, including online shopping. Gaining an understanding of the beliefs associated with online shopping through social commerce is crucial for further exploration. This understanding becomes particularly important considering that Indonesia has an advertising reach potential on TikTok of sixty-nine million, following the United States and Brazil (McLachlan, 2023). However, research on purchasing behavior in the context of Indonesia is still limited. The findings of this research provide valuable insights into important factors related to purchasing behavior in social commerce (Dwivedi et al., 2023). The study presents four significant findings.

Firstly, it is found that informational support significantly influences trust in social commerce site. This finding is consistent with the research conducted by Dwivedi et al. (2023), Lal (2017), and Leong et al. (2020), emphasize the importance of informational support in the context of products and services within social commerce. However, this current study differentiates itself from previous research by focusing specifically on TikTok Shop, whereas Leong et al. (2020) focused on websites. The abundance of available information plays a crucial role in fostering higher levels of consumer trust in online shopping, which is particularly relevant given the increasing number of shopping platforms on social media. This finding is consistent with Lal (2017), who highlights the significance of users as consumers in the context of TikTok Shop research.

Secondly, this research highlights that emotional support significantly impacts trust in social commerce site. The findings of this study support the notion that emotional support plays a vital role in instilling trust in social commerce among active users (Shanmugam et al., 2016). Furthermore, this research aligns with the study conducted by Nadeem, Juntunen, et al. (2020), which reveals that emotional support not only fosters consumer confidence but also influences their continued engagement in online shopping. When users perceive emotional support

positively, they are more likely to recommend the platform to others. Given that TikTok Shop users are predominantly young individuals, the platform's user-friendly shopping features attract interest from various segments of society. These findings underscore the significance of emotional support in establishing trust within the realm of social commerce.

Thirdly, this research reveals that trust in social commerce site significantly influences purchasing behavior. The findings of this study corroborate the research conducted by Lin et al. (2019), which suggests that trust in social commerce has a positive impact on consumer purchasing behavior. However, this study differentiates itself by focusing specifically on TikTok Shop in Indonesia, whereas Lin et al. (2019) primarily examined Amazon in the US context. The establishment of trust in TikTok Shop creates a favorable perception among consumers, serving as a critical factor in their decision to engage in online shopping. As consumers experience higher levels of satisfaction, their likelihood of making repeated purchases increases over time. These findings emphasize the role of trust in social commerce site in shaping consumer purchasing behavior, highlighting its significance in fostering consumer engagement.

Fourthly, this research reveals that the influence of informational support on purchasing behavior, mediated by trust in social commerce site, is significant. This study aligns with the findings of Alnoor et al. (2022), who investigated customers' intention to use social commerce. The results indicate that informational support plays a pivotal role in shaping consumers' purchasing decisions. Sellers can leverage the power of information to generate ideas and implement innovative strategies to enhance the overall customer experience within social commerce platforms. Purchasing behavior holds paramount importance in fostering repeat purchases, as consumers develop a sense of trust in social commerce. The nature of informational support enables recommendations to circulate within expansive virtual networks (Riaz et al., 2021). These findings further underscore the influence of informational support on purchasing behavior, mediated by trust in social commerce site.

Fifthly, this research reveals that the influence of emotional support on purchasing behavior, mediated by trust in social commerce site, is significant. These findings are in line with the study conducted by Makmor et al. (2018), which investigated the impact of purchase intention in the context of social commerce. It is observed that emotional satisfaction can lead to user satisfaction (Attar et al., 2021). Purchasing behavior relies on social commerce providers who offer transparent and easily comprehensible payment systems and privacy policies. The presence of emotional support signifies a sense of mutual assistance in making informed product choices. Customers who feel valued will not make immediate purchases unless they have trust in social commerce site. These findings further emphasize the influence of emotional support on purchasing behavior, mediated by trust social commerce site.

Table 7 displays the coefficients of determination. The table reveals that the  $R^2$  value for purchasing behavior is 0.430, while for trust in social commerce site, it is 0.524. In consumer behavior, coefficients of determination exceeding 0.20 are considered high (Hair et al., 2011).

**Table 7**  
**Coefficient of Determination**

Variable	$R^2$
Purchasing Behavior	0.430
Trust in Social Commerce Site	0.524

Source: Researcher (2023)

## CONCLUSION AND THEORETICAL IMPLICATIONS

This research holds theoretical implications. Firstly, the findings suggest that informational support influences trust in social commerce site. This research is significant as previous studies have primarily focused on website contexts (Leong et al., 2020). Secondly, the findings demonstrate the impact of emotional support on trust in social commerce site. This

research is theoretically important as it highlights the belief context arising from strong emotional support (Nadeem, Juntunen, et al., 2020). Thirdly, the findings indicate that trust in social commerce site significantly influences purchasing behavior. The theoretical implications of this study differ from previous research conducted by Lin et al. (2019), which focused on Amazon in the United States.

Fourthly, informational support significantly influences purchasing behavior through trust in social commerce site. The theoretical implications of this research are highly significant as previous studies, such as the one conducted by Liang et al. (2011) examining the impact of informational support on purchase behavior through trust in social commerce site have not been conducted. Fifthly, emotional support significantly influences purchasing behavior through the mediation of trust in social commerce site. These theoretical implications are important as previous research has primarily focused on consumer mistrust towards websites (Makmor et al., 2018). These theoretical implications provide new insights and broaden the scope of social commerce research, particularly in the case of TikTok Shop.

This research has practical implications that provide valuable insights related to social commerce. Firstly, due to the significant role of informational support in fostering trust in social commerce, it is crucial to focus on seller-buyer interactions. This ensures that consumers have a clear understanding of the informational support provided, which contributes to the formation of trust in social commerce site. Secondly, marketers need to establish close interactions with customers to build trust. By providing emotional support to customers, marketers can further enhance trust in social commerce site. Thirdly, it is important to continuously enhance trust in social commerce through various means such as video reviews, engaging content, and customer ratings. These efforts help marketers gauge the level of consumer trust, which influences purchase decisions. Fourthly, marketers should prioritize providing informational support to encourage customer purchase decisions based on trust in social commerce. Lastly, marketers should focus on enhancing emotional support for customers, as it facilitates purchase decisions, especially when customers have a high level of trust.

The limitations of this study present opportunities for future research. Firstly, the use of non-probability sampling in this study restricts its generalizability. Therefore, future research should consider employing probability sampling methods to enhance the representativeness of the findings. Secondly, this study exclusively focused on social commerce, leaving room for future research to explore other types of online shopping services. Lastly, this study primarily examined the influence of informational support and emotional support on trust in social commerce site. Future researchers are encouraged to broaden the scope by investigating additional factors that contribute to trust in social commerce site and purchasing behavior.

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