



THE INFLUENCE OF TRUST AND PERCEPTION OF EASY PURCHASING DECISIONS ON THE TIKTOK SHOP APPLICATION (STUDY ON TIKTOK SOCIAL MEDIA USERS IN SURABAYA)

Idham Khalid¹, Sugeng Purwanto^{2*}

^{1,2}Faculty of Economics and Business, National Development University “Veteran” Jawa Timur
Email: 19012010391@student.upnjatim.ac.id¹, Sugengpurwanto.mnj@upnjatim.ac.id²

Abstract

The title of this study is “The Influence of Trust and Perceived Ease of Use on Purchase Decisions in the TikTok Shop Application (A Study on TikTok Social Media Users in Surabaya)”, which aims to determine the influence of trust and perceived Ease of use on purchase decisions. The research method is quantitative, with the population being TikTok social media users in Surabaya. The sampling method is non-probability sampling using purposive sampling, which involves sample selection based on specific criteria. The sample consists of respondents who have made purchases on the TikTok Shop application, totalling 104 respondents. The analytical technique used in this research is the Partial Least Square (PLS) method. The results of this study prove that (1) Trust has a positive and significant influence on Purchase Decisions. (2) Perceived Ease of use positively influences Purchase Decisions.

Keywords: Trust; Perceived Ease of Use; Purchase Decisions

INTRODUCTION

In this digital era, the number of people using the internet continues to rise, which makes it simpler to conduct business, place orders, and shop online. According to data collected in January 2023, Indonesia had a total population of 276.4 million people, with 212.9 million people using the internet. It represents a penetration rate of 77%. A dependency on technology and the internet has developed into an unavoidable necessity. Mobile phones initially used for sending and receiving messages and making phone calls, have evolved into an essential requirement due to advancements in functionality and design. According to We Are Social, there are 171.6 million active internet users in Indonesia, equivalent to 62.1% of the population in January 2023. In addition, 167 million people are active on social media, reaching 60.4% of the population. The internet and social media have become necessary for many people today.

From e-commerce to social commerce the trend of online shopping in Indonesia has evolved from e-commerce to social commerce. Social commerce is a form of online shopping that utilizes social media to combine interactions between buyers and sellers. A business model designed to facilitate buying and selling transactions for products and services that enable social interaction between consumers and improve the shopping experience is referred to as social commerce, as stated by Tuncer (2021). The results of the 2022 Populix survey show that 86% of respondents have shopped via social media. TikTok Shop is the most frequently used social commerce platform (46%), followed by Whatsapp (21%), Facebook Shop (10%), and Instagram Shop (10%). It shows that social commerce has become an essential part of how people shop online in Indonesia.

TikTok, a social media platform that allows users to create, edit and share short video clips with filters and music, was introduced by ByteDance in 2016. We Are Social research recorded 109.9 million

active TikTok users in Indonesia in January 2023. TikTok remains prominent as the leading social media in Indonesia, especially during the Covid-19 pandemic in 2020 when the role of business began to grow, reflected in the emergence of advertisements and online shops that utilize TikTok content to market products (Oktavia, 2021).

The growing role of business makes TikTok a significant platform for marketing and advertising. In April 2021, TikTok Shop was introduced, a social commerce that allows business development through short video content and live shopping, facilitating interaction between sellers and buyers. However, the TikTok Shop application needs to improve, especially regarding consumer trust and Ease of use. Some users reported problems such as orders needing to arrive with confirmation from TikTok, causing disappointment and affecting consumer confidence. There are also difficulties contacting customer service and filing complaints, which can reduce consumers' desire to shop at TikTok Shop.

Purchasing decisions result from the influence of various factors such as technology, financial economics, culture, politics, price, location, promotion, physical evidence, people, and processes. These factors shape consumers' attitudes towards products and guide them in processing information to make purchasing decisions (Buchari Alma, 2018:96). Business actors must consider the right strategy to influence consumer purchasing decisions.

Creating and publishing content consistently is an essential strategy for business actors to build consumer trust in their products. Consumer trust includes the knowledge and decisions they make about products and services. Therefore, building consumer trust is crucial to attracting attention, interest and trust in products, especially in online transactions where consumers cannot see or hold the product directly (Badir & Andjarwati, 2020).

Apart from trust, convenience also influences purchasing decisions. Perceptions about the Ease of use of technology are an essential factor. This perception reflects the belief that using technology will minimize effort. Popular technology acceptance models, such as the Technology Acceptance Model (TAM) by Davis, help understand acceptance and perceptions of the Ease of use of technology (Amijaya, 2010).

TikTok gained popularity quickly, sparking curiosity among people who wanted to try the platform. This enthusiasm encourages various groups to use TikTok, especially with the booming TikTok Shop, which attracts the interest of business people to market their products. The rapid development of digital media also influences this trend as a marketing platform, which is becoming increasingly popular every year. Therefore, TikTok has become one of the leading social commerce in Indonesia.

Based on the description provided earlier, researchers are interested in conducting research titled “The Influence of Trust and Perception of Ease on Shopping Decisions on the TikTok Shop Application (Case Study of Tiktok Social Media Users in Surabaya)”.

Research purposes

This study aims to investigate the impact that trust and perceived convenience have on consumers' decisions regarding their purchases made through the TikTok Shop application. Specifically, the following are the goals that this research aims to accomplish: (1) To analyze the influence of trust on purchasing decisions on the Tiktok Shop application. (2) To analyze the influence of perceived convenience on purchasing decisions on the Tiktok Shop application.

LITERATURE REVIEW

Trust

There is a saying that trust is one of the foundations upon which a company is built. According to Wardoyo and Andini (2017), trust is a belief that buyers have in the capability of online sales to guarantee security when consumers make payment transactions and are confident that the transaction will be processed further. Meanwhile, according to Deutsch in the book (Rifa'i, 2019), trust is behaviour possessed by individuals expected to provide positive benefits for someone. Mudzakir (2022) further explained that trust is an attitude that consumers have towards sellers who have an attachment where this attitude of connection can occur because of the cooperative relationship between the two parties. Furthermore, John C Mowen and Minor (2002) define trust as all the knowledge that consumers have and all consumer conclusions about the quality and superiority of an object. Objects here can be goods, people, businesses, or anything that makes someone have opinions and views. Based on the definition above, trust is the influence buyers give to consumers to make purchases and convince consumers to make repeat purchases in the future. According to Kotler and Keller (2016) in Pamungkas (2023), there are four indicators of trust, namely: 1) Ability. 2) Integrity. 3) Benevolence. 4) Willingness to depend.

Perception of Ease

According to Davis (quoted in Joan and Sitingjak, 2019), perceived Ease can be defined as the level of expectation that users have regarding the amount of effort they put into using a particular technology. In the meantime, Andryanto (2016) asserts that the perception of convenience is a belief that using technology will liberate one from the duties one must perform. On the other hand, Rodiah and Melati (2020) define perceived Ease of use as a measure of how much a technology's perceived Ease of use appears to someone's eyes when using it. Based on several definitions that have been explained, the perception of Ease of use of this technology can refer to individuals who believe that the information technology system used does not require a significant effort to operate. According to Anggraeni (2015) and Harefa (2021), there are four indicators of perceived Ease, namely: 1) Easy to learn. 2) Easy to use. 3) Clear and easy to understand. 4) Easy to become proficient.

Buying decision

Kotler and Keller (2016: 192) state that purchasing decisions are a series of evaluations by consumers in selecting existing brands from among the available brands by prioritizing choices. Additionally, according to Anwar (2015), purchasing decisions are the process of evaluating and selecting various alternatives by specific interests carried out in the purchasing decisions to put into action the alternative that is regarded as the most profitable option. Furthermore, purchasing decisions can be understood as decisions made by consumers and influenced by various factors, including but not limited to technology, financial economics, culture, politics, price, location, promotion, physical evidence, people, and process. This decision can be interpreted as an attitude towards consumers that allows them to process a variety of information and draw conclusions in the form of a response that ultimately determines what product they choose to purchase (Buchari Alma, 2018:96). Based on the several definitions explained above; it can be concluded that purchasing decisions involve a series of evaluations and selections of existing brands, taking into account various alternatives and specific interests. This process is influenced by technology, financial economics, culture, politics, price, location, promotion, and other elements such as physical evidence, people, and processes. Consumers collect information and make conclusions to choose products to buy. According to Buchari (2018: 104), there are five purchasing decision indicators: 1) Recognition of need problems. 2) Information search. 3) Evaluating various alternatives. 4) Making purchasing decisions. 5) Post-purchase actions.

The Influence of Trust on Purchasing Decisions

Trust is one of the foundations of a business. Trust is a cognitive state in which consumers place confidence in the capacity of online sales to ensure the security of payment transactions, as well as their belief that these transactions will be effectively processed (Wardoyo and Andini, 2017). According to a study conducted by Istiqomah et al. (2019), it was found that trust exerts a positive and statistically significant impact on consumers' purchasing decisions. Other research conducted by Santi and Mardah (2021) also shows a significant influence of the trust variable on purchasing decisions. From this research, the more confidence a person has in a product or service, the more it will influence their decision to buy it.

H₁: It is suspected that trust has a positive influence on shopping decisions on the Tiktok Shop application

The Influence of Perceived Convenience on Purchasing Decisions

According to Davis (quoted in Joan and Sitinjak, 2019), perceived Ease can be defined as the level of expectation that users have regarding the amount of effort they put into using a particular technology. In the meantime, Andryanto (2016) asserts that the perception of convenience is a belief that using technology will liberate one from the duties one must perform. Research conducted by Prasetyo (2022) shows a positive and significant influence of the perceived convenience variable on

purchasing decisions. Other research conducted by Putri (2021) shows that perceived convenience has a positive and significant effect on purchasing decisions. From the results of this research, consumers will decide to purchase if the information system is easy to use.

H₂: It is suspected that perceived convenience has a positive influence on shopping decisions on the Tiktok Shop application

METHOD

Every person who uses TikTok as a social media platform in Surabaya is included in this study, which employs a quantitative methodology. While this is going on, the sample is being determined by employing a non-probability sampling method in conjunction with a collection technique known as purposive sampling. The criteria in this research are consumers who have purchased the TikTok Shop application. The sample in this study amounted to 104 respondents. The research instrument uses a questionnaire using a Google form, designed to measure each question's weight on all variables with partial least squares (PLS) analysis, which uses a Likert scale to measure the indicators at levels from points 1 to 5.

Research Results And Discussion

The PLS technique has a measurement model (outer model) and a structural model (inner model). The measurement model explains how much the variance explained in the latent variable corresponds to each variable or manifest indicator. Due to the nature of the measurement model, it is possible to determine which indicators play a more significant role in forming the latent variable. Suppose the outer model has been described and described. In that case, the following process is the inner model, where this process will examine the influence of each variable between the exogenous variables on the endogenous variables that will be investigated.

Convergent Validity

Table 1 Outer Loading (Mean, STDEV, T-Value)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- Trust (X1)	0.859773	0.852681	0.042199	0.042199	20.374025
X1.2 <- Trust (X1)	0.868372	0.865941	0.029954	0.029954	28.989836
X1.3 <- Trust (X1)	0.810603	0.799534	0.061621	0.061621	13.154680
X1.4 <- Trust (X1)	0.825997	0.819155	0.046634	0.046634	17.712268
X2.1 <- Perceived Ease (X2)	0.840318	0.835429	0.036653	0.036653	22.926009
X2.2 <- Perceived Ease (X2)	0.778495	0.775893	0.047806	0.047806	16.284365
X2.3 <- Perceived Ease (X2)	0.812360	0.808804	0.038513	0.038513	21.093023
X2.4 <- Perceived Ease (X2)	0.738228	0.731739	0.062869	0.062869	11.742255

Y1 <- Purchase Decision (Y)	0.840884	0.836513	0.035613	0.035613	23.612017
Y2 <- Purchase Decision (Y)	0.801646	0.798579	0.037981	0.037981	21.106591
Y3 <- Purchase Decision (Y)	0.827808	0.823068	0.040997	0.040997	20.191911
Y4 <- Purchase Decision (Y)	0.818930	0.819429	0.035572	0.035572	23.021550
Y5 <- Purchase Decision (Y)	0.808598	0.804745	0.038487	0.038487	21.009538

Source: 2023 data processing, SmartPLS output

The validity of indicators is measured by considering the factor loading of the variables on the indicators. Validity is considered adequate if the factor loading exceeds 0.5 and the T-Statistic value exceeds 1.96 (Z value at $\alpha 0.05 = 0.05$). Factor loading reflects the correlation between indicators and variables. If it exceeds 0.5, it is considered that validity is met. Likewise, if the T-Statistic value exceeds 1.96, then the significance is met.

Based on the results in the outer loading table, all reflective indicators of the variables Trust (X1), Perception of Ease (X2), and Purchase Decision (Y) show factor loading (original sample) greater than 0.05 and significant (T-Statistic exceeds the Z value $\alpha = 0.05$ (5%) = 1.96). Therefore, the estimates of all indicators meet Convergent Validity or good validity.

Discriminant Validity

Table 2 Average Variance Extracted (AVE)

	AVE
Trust (X1)	0.708157
Purchase Decision (Y)	0.671893
Perception of Ease (X2)	0.629275

Source: 2023 data processing, SmartPLS output

The next measurement model is the Average Variance Extracted (AVE) value, which indicates the magnitude of the indicator variance contained in the latent variable. A convergent AVE value more excellent than 0.5 indicates good validity for the latent variable. Reflective indicator variables can be seen from the Average Variance Extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is more significant than 0.5.

AVE Test Results for the Trust variable (X₁) is 0.708157, the Perception of Ease variable (X₂) is 0.671893, and the Purchase Decision (Y) is 0.629275; these three variables show an Average Variance Extracted (AVE) value above the cut-off. Off 0.5, so overall, the variables in this study have good validity.

Composite Reliability

Table 3 Composite Reliability

	Composite Reliability
Trust (X₁)	0.906527
Purchase Decision (Y)	0.911000
Perception of Ease (X₂)	0.871365

Source: 2023 data processing, SmartPLS output

The composite reliability value measures construct reliability. A reliable construct, if the composite reliability value is above 0.70, the indicator is said to be consistent in measuring the latent variable.

The results of the composite reliability test on the Trust variable (X₁) is 0.906527, the Perception of Ease variable (X₂) is 0.911000, and the Purchase Decision variable (Y) is 0.871365; these three variables show a composite reliability value above 0.70 so It can be said that overall the variables in this study are reliable.

PLS Model Analysis

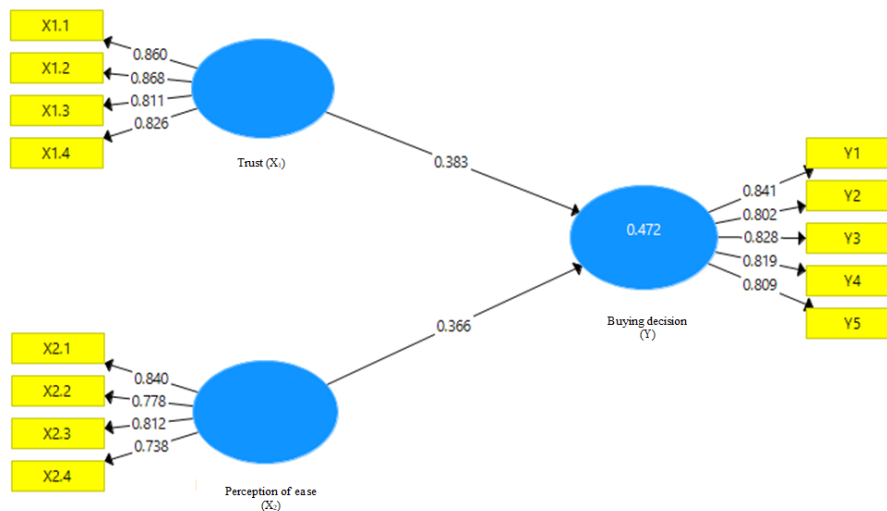


Figure 1 Outer PLS Output Model

Source: PLS Data Processing

From the PLS output visualization above, you can see the factor loading value of each indicator located above the arrow connecting the variable with the indicator. Apart from that, you can also see the path coefficients above the arrow line, showing the influence of exogenous variables on endogenous variables. In addition, R-Square is also visible in the circle of the endogenous variable (Consumer Satisfaction), reflecting how much variation can be explained by the model. Apart from that, the most significant factor loading of the Trust indicator is (X1.2), with a factor loading value of 0.868. The most significant factor loading of the Perceived Ease indicator is (X2.1) with a factor loading value of 0.840

R-Square

Table 4 R-Square

	R Square

Purchase Decision (Y)	0.472143
Trust (X₁)	
Perception of Ease (X₂)	

Source: 2023 data processing, SmartPLS output

R^2 value =0.472143. These results show that the model can explain around 47.21% of the Purchase Decision phenomenon, which is influenced by independent variables such as Trust and Perceived Ease. Meanwhile, around 52.79% of the remainder is explained by other factors not included in this research besides Trust and Perceived Ease.

Path Coefficient

Table 5 Path Coefficient (Mean, STDEV, T-Value)

	Path Coefficient (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Trust (X₁) -> Purchase Decision (Y)	0.383155	0.387216	0.129508	2.958543	0.003237
Perceived Ease (X₂) -> Purchase Decision (Y)	0.366065	0.374585	0.114110	3.208012	0.001422

Source: 2023 data processing, SmartPLS output

Hypothesis 1: Trust (X₁) has a positive effect on Purchasing Decisions (Y), which is acceptable, with path coefficients of 0.383155 and a T-Statistic value of 2.958543 > 1.96 (Value of $Z\alpha = 0.05$) or P-Values 0.003237 < 0.05, then Significant (Positive).

Hypothesis 2: Perception of Convenience (X₂) has a positive effect on Purchasing Decisions (Y), which is acceptable, with path coefficients of 0.366065 and a T-Statistic value of 3.208012 > 1.96 (Value of $Z\alpha = 0, 05$) or P-Values 0.001422 < 0.05, then Significant (Positive).

The Influence of Trust on Purchasing Decisions

The research results show that Trust has a positive and significant effect on Purchasing Decisions on the Tiktok Shop application. It shows that trust in sellers in the Tiktok Shop and in the application itself has good value in the eyes of consumers so that consumers feel safe and comfortable buying products on the Tiktok Shop application. Based on the results of the Outer Loading analysis, it can be seen that the indicators that have the most influence on trust are honesty and responsibility owned by the seller, so when making purchasing decisions, consumers will be encouraged to buy on the Tiktok Shop application if the seller is honest about the products they sell and can responsible for the products he sells until they reach consumers safely. The results of this research discussion explain that high levels of honesty and responsibility of sellers in the Tiktok Shop application will influence purchasing decisions.

The results of this research are in line with research conducted by Istiqomah et al. (2019), Santi & Mardah (2021), Prasetyo (2022), and Febriana & Purwanto (2023), which states that Trust has a positive and significant effect on Purchasing Decisions.

The Influence of Perceived Convenience on Purchasing Decisions

The research results show that the Perception of Convenience positively and significantly affects Purchasing Decisions on the TikTok Shop application. It shows that using the TikTok Shop application is considered reasonable in the eyes of consumers in Surabaya, both in terms of Ease in choosing products and in making purchases. Hence, consumers often make purchases through the TikTok Shop application. Based on the Outer Loading analysis results, the most influential indicator for Perceived Ease of Use is Ease of Use when first using it. Hence, the Ease felt when using the TikTok Shop application makes consumers interested in purchasing. The results of this research discussion explain that the perception of convenience in the Tiktok Shop application will influence purchasing decisions through the application.

The results of this research are in line with research conducted by Frimayasa (2022), Prasetyo (2022), and Putri (2021), which states that perceived convenience has a positive and significant effect on purchasing decisions.

CONCLUSION

According to the findings of a study conducted on TikTok social media users in Surabaya, which utilized PLS analysis to evaluate the impact of trust and perceived Ease on purchasing decisions made on the TikTok Shop application, it is possible to draw the conclusion that trust plays a significant role in the decision-making process regarding purchases made on the TikTok Shop application. The higher a person's level of trust in the Tiktok Shop application and its sellers can influence a consumer's purchasing decision. As a result, this demonstrates that trust plays a role in purchasing decisions. Purchasing decisions made through the TikTok Shop application are also significantly influenced by the user's perception of the convenience of the product. Regarding the TikTok Shop application, the level of purchasing decisions made through the application is directly proportional to the Ease with which customers can use the application. In this context, Perceived Convenience contributes to Purchasing Decisions. These results illustrate that Trust and Perceived Convenience are essential in influencing Purchase Decisions on the TikTok Shop platform. Business managers and marketers need to consider these factors to increase the effectiveness and attractiveness of the TikTok Shop application as a sales platform.

REFERENCES

- Alma, Buchari. (2018). *Marketing management and service marketing*.
- Amijaya, Gilang Rizky. (2010). The Influence of Perceptions of Information Technology, Convenience, Risk and Service Features on Bank Customers' Re-Interest in Using Internet Banking (Study of Bca Bank Customers). PhD diss., *UNDIP FE Library*
- Andryanto, Reza. (2016). The Influence of Trust, Perceived Benefits, and Perceived Ease of Use on Purchase Interest in Online Stores (Empirical Study conducted at OLX. co. id in Yogyakarta). *Bachelor thesis, Faculty of Economics*.

- Anwar, Iful, and Budhi Satrio. (2015). The influence of price and product quality on purchasing decisions. *Journal of Management Science and Research (JIRM)* 4, no. 12.
- Badir, Mailal, and Anik Lestari Andjarwati. (2020). The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users). *Minds Journal: Idea Management and Inspiration* 7, no. 1. 39-52.
- Febriana, Dinda Ayu, and Sugeng Purwanto. (2023). The Influence Of Beauty Vlogger's Confidence And Attractiveness On The Decision To Purchase Pixy Loose Powder." *Scientific Journal Of Reflection: Economics, Accounting, Management and Business* 6, no. 1 (2023): 151-160.
- Frimayasa, Agtovia. (2022). The Influence of Perceived Usefulness and Perceived Convenience on Tokopedia Online Shop Purchase Decisions. *Eqien-Journal of Economics and Business* 11, no. 03. 941-945.
- Harefa, Piarman. (2021). The Influence of Perceived Benefits and Perceived Convenience on Consumer Decisions to Use Go-Pay (Study of Undergraduate Students at the Faculty of Economics and Business, Brawijaya University). *FEB Student Scientific Journal* 9, no. 2.
- Istiqomah, Istiqomah, Zainul Hidayat, and Ainun Jariah. (2019). Analysis of the influence of trust, advertising and perceived risk on purchasing decisions on the Shopee site in Lumajang City." In Progress Conference, vol. 2, no. 1, pp. 557-563.
- Joan, Leoni. (2019). The Influence of Perceived Usefulness and Perceived Ease of Use on Interest in Using the Go-Pay Digital Payment Service/Leoni Joan/72150228/Advisor: Tony Sitinjak..
- Kotler, Philip, and Kevin Lane Keller. (2016). *Marketing management* (15th global ed.)." England: Pearson: 803-829.
- Mowen, John C., and Michael Minor. (2002). *Consumer behavior*. Jakarta: Erlangga 90.
- Mudzakir, Salsabila. (2022). The Influence of Content Marketing and Consumer Trust on Purchase Interest in the Tiktok Shop.
- Oktavia, Ria Ayu. (2021). Using TikTok Social Media Digital Content in the Product Marketing Process. Technopreneuship.
- Pamungkas, Puguh Tri Atmojo, and Azis Slamet Wiyono. (2023). The Influence Of Consumer Trust, Ease Of Use, And Information Quality On Online Purchase Decisions For Fashion Products On The Tik-Tok Shop Application (Case Study of FEBI UIN Raden Mas Said Surakarta Students). PhD diss., *UIN RADEN MAS SAID*, 2023.
- Prasetyo, Muhamad Bagas. (2022). The Influence of Perceptions of Convenience, Trust, Perceptions of Benefits, Perceptions of Risk on Purchasing Decisions at the Shopee Marketplace in the Community of Pabelan District, Semarang Regency. PhD diss.
- Putri, Mayangsari Herlika, and HM Wahyuddin. (2021). Analysis of the Influence of Electronic Word of Mouth, trust and perceived ease of use on Purchasing Decisions on the Shopee Shopping Application in Surakarta City." PhD diss., Muhammadiyah University of Surakarta
- Rodiah, Siti Rodiah, and Inaya Sari Melati. (2020). The Influence of Ease of Use, Benefits, Risk, and Trust on Interest in Using E-wallets in the Millennial Generation in Semarang City." *Journal of Economic Education and Entrepreneurship* 1, no. 2 pp. 66-80.
- Santi, Apriya, and Siti Mardah. (2021). The Influence of Trust and Price Perception on Decisions to Purchase GoRide Services (Study on Students of the Faculty of Economics) at the Islamic University of Kalimantan Muhammad Arsyad Al Banjari Banjarmasin." *Scientific Journal of Business Economics* 7, no. 2 pp. 224-231.
- Tuncer, Inspiration. (2021). The relationship between IT affordance, flow experience, trust, and social commerce intention: An exploration using the SOR paradigm." *Technology in Society* 65 pp. 101567.
- Wardoyo, W., and Intan Andini. (2017). Factors that influence online purchasing decisions among Gunadarma University students." *Journal of Competitive Management*, 19, no. 1 pp.12-26.