Volume 16, Issue 2, 05 Juni 2025, Pages. 567-582

Jurnal Manajemen (Edisi Elektronik)

Sekolah Pascasarjana Universitas Ibn Khaldun Bogor

http://dx.doi.org/10.32832/jm-uika.v16i2.19409

The Influence of Social Commerce and Influencers on Purchase Intention at TikTokShop in Cirebon City

Elok Faiko[a*], Annisa Fitri[b], Lis Tatin Hernidatiatin[c]

[a,b,c]Management Study Program, Faculty of Economics and Business, Gunung Jati University Cirebon

** Corresponding author e-mail: elokfaiko90@gmail.com[a], annisaf075@gmail.com[b], lis.tatin@ugj.ac.id[c]*

ARTICLE INFO

DOI: 10.32832/jmuika.v16i2.19409

Article history:
Received:
22 Maret 2025
Accepted:
02 Mei 2025
Available online:
05 Juni 2025

Keywords:
Social Commerce, Influencer, Purchase Intention, Tiktokshop.

ABSTRACT

Currently, the TikTok app has become one of the most popular platforms in Indonesia, prompting business players to innovate in offering products through the TikTok Shop platform in order to increase consumer purchase intentions. This study aims to analyze the influence of Social Commerce and Influencers on purchase intentions at TikTok Shop in Cirebon City. This research uses a quantitative method with a Likert scale as the measurement tool. The population in this study is the people of Cirebon City who have the TikTok app. For the sampling technique, the researcher used a nonprobability sampling method. Meanwhile, the sampling technique used is incidental sampling. The data were processed using the IBM SPSS Statistics application. The results of the study show that, partially, Social Commerce has a positive and significant effect on purchase intentions at TikTok Shop. Similarly, the Influencer variable also has a positive and significant effect on purchase intentions at TikTok Shop. Simultaneously, Social Commerce and Influencers have a positive and significant effect on purchase intentions at TikTok Shop in Cirebon City. Therefore, this study emphasizes that Social Commerce and Influencers play an important role in increasing consumer purchase intentions at TikTok Shop.

1. INTRODUCTION

At this time, the use of the internet and social media has influenced human activities with the emergence of new innovations, such as the creation of advanced applications and systems that can help meet human needs. Along with the development of business practices, technology plays an important role in ensuring the continuity of business (Mausul & Ma'mun, 2024).

At present, TikTok is one of the most popular applications among Indonesian people. According to CNN Indonesia (2024), Indonesia is the country with the highest number of TikTok users in the world, surpassing the United States and Russia, with 157.6 million users. This has been leveraged by business players to create various innovations and breakthroughs, one of which is the creation of TikTok Shop to facilitate direct buying and selling transactions through the platform, as well as encourage users' purchase intentions to buy products they see in videos without having to leave the app. This provides opportunities for businesses to expand their market reach and increase sales. The data supporting this statement is as follows:

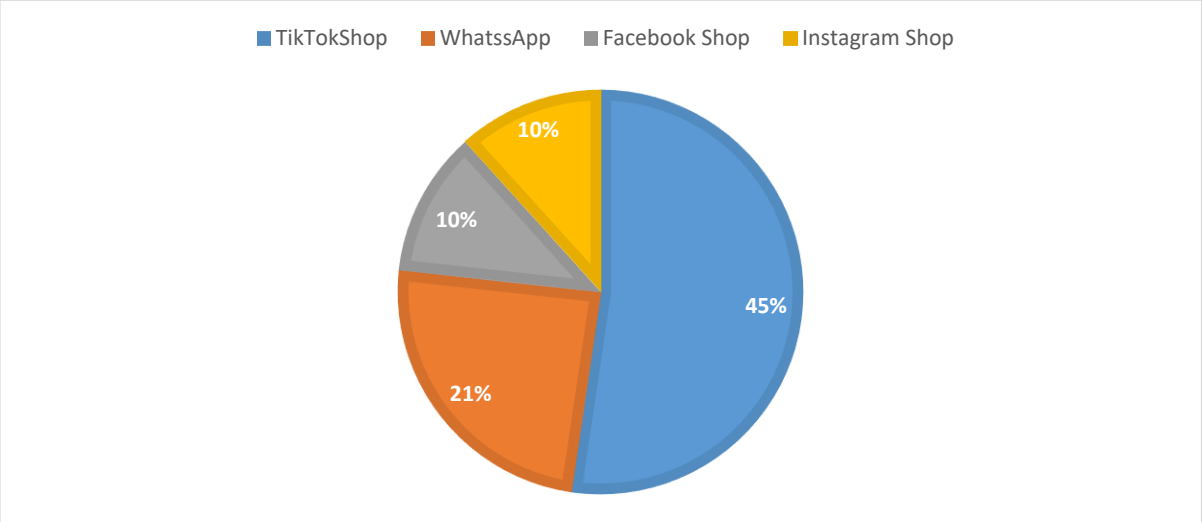

Figure 1. Most Used Online Shopping Platforms by Indonesian Societya
Source: kumparanTech, 2022

Based on Figure 1 from Kumparan (Tech, 2022) 86% of Indonesians have ever shopped online through social media platforms. The most widely used platform is TikTok Shop at 45%, followed by WhatsApp at 21%, Facebook Shop at 10%, and Instagram Shop at 10%. TikTok Shop has become the most popular social media platform among the public. One of the reasons people choose to shop on this platform is because TikTok Shop offers a more engaging and interactive shopping experience. Therefore, it can be concluded that TikTok Shop dominates the preferences of Indonesian people in online shopping through social media platforms, thanks to its more engaging and interactive shopping features and experience compared to other platforms.

The phenomenon above indicates a change in consumer behavior, where there is a greater emphasis on comfort and engagement in the online shopping process. This becomes a point of attention for business players to increase the purchasing intention of consumers on the TikTok Shop online shopping platform, as generally, a person's purchase is driven by the intention and desire to buy. Purchase intention is a stage of the respondent's tendency to act before the actual

purchase of a product or service occurs (Martinez & Kim, 2012). Moksaoka & Rahyuda (2016) stated that the purchase intention arising during the buying process creates motivation that remains in the consumer's mind, eventually leading them to fulfill their needs by realizing what is in their mind.

This research was conducted in Cirebon City. According to data from the Cirebon City Population and Civil Registration Office (Disdukcapil) in the first semester of 2024, the population of Cirebon City reached 354,679 people (Fajar Cirebon, 2024). Based on a preliminary survey conducted through brief interviews with 30 respondents, it was found that 27 people from Cirebon preferred to shop online via social media platforms, while the remaining 3 people preferred to shop offline at supermarkets, markets, etc. The reasons for preferring online shopping are lower prices and the effectiveness of time and effort, which increase purchase intention.

One factor influencing purchase intention is social commerce. According to Arifin et al., (2023) Social Commerce is the practice of buying and selling goods or services conducted on social media platforms. In social commerce, media users based on the internet can participate in marketing, selling, collecting, buying, and sharing products and services in online and offline markets, as well as in communities (Sillia & Ishak, 2023). Research conducted by Saputra, Komaladewi, & Mulyana (2023) shows that Social Commerce has a significant effect on purchase intention. Another study by Sindhu & Bharti, (2023) found that social commerce has a positive impact on users' purchase intention, and it emphasizes the argument supporting the influence of digital influencers on customers.

Another factor influencing purchase intention on TikTokShop is Influencers, Bruns (2018) in Wardah & Albari (2023) defines social media influencers as individuals who are considered opinion leaders on social media platforms in specific interest topics such as beauty, food, lifestyle, and fashion. TikTok Shop is known as a platform that heavily relies on influencers and content creators to influence consumers. Therefore, TikTok Shop's success in attracting consumer purchase intention is not only influenced by the platform aspects but also by the role of influencers. This can be seen in data from Statista, berdasarkan data yang di dapat pada Statista (2025) which indicates that in January 2022, TikTok shoppers were asked about their TikTok shopping habits. The majority of users (71.2%) said they shop when they discover something in their feed, Stories, etc., and 45% of users shop based on recommendations from influencers. Therefore, influencers have an impact on purchase intention at TikTokShop. A study by Farasandy & Arafah, (2023) states that influencers positively influence purchase intention. Based on this explanation, the following research model is presented.

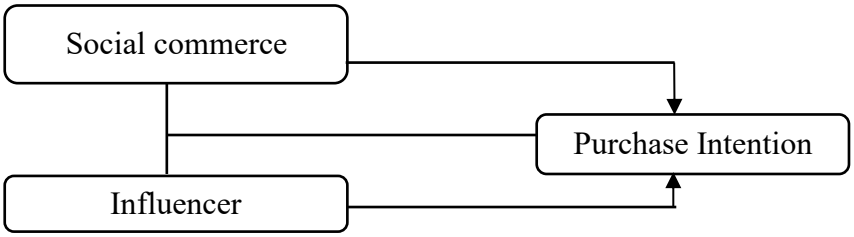

Figure 2. Conceptual Framework

H1: It is suspected that social commerce has a positive and significant effect on purchase intention.

H2: It is suspected that influencers have a positive and significant effect on purchase intention.

H3: It is suspected that social commerce and influencers have a positive and significant effect on purchase intention.

RESEARCH METHODS

Research Design. This study uses a descriptive quantitative approach with quantitative data analysis techniques. This design allows the researcher to collect data from respondents who are the residents of Cirebon City. Data will be collected using a questionnaire distributed manually to the respondents. This approach enables the researcher to analyze the influence of social commerce and influencer variables on purchase intention.

Population and Sample. The population in this study consists of the residents of Cirebon City who use the TikTok application. Therefore, since the exact number of the population in this study is unknown, the sample size can be determined using the Cochran formula. (Sugiyono, 2020:136).

$$n \frac{Z^2 pq}{e^2}$$

Source: Sugiyono, (2020:136)

Explanation:

N = The required sample size

Z = The value from the normal distribution curve for a 5% margin of error, with a value of 1,96

P = The probability of success 50% = 0.5

q = The probability of failure 50% = 0.5

e = The level of sampling error, typically 5%

The maximum tolerable error is set at 5%

$$n \frac{Z^2 pq}{e^2} = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}05)^2} = 384 \text{ respondent}$$

Based on the formula, the sample size in this study is 384 individuals. This number meets the research standards as suggested by Roscoe in Sugiyono, (2020:144), in the first point which states that "a suitable sample size for research is between 30 and 500." For the sampling technique, the researcher uses a nonprobability sampling technique, where according to Sugiyono, (2020:84), "nonprobability sampling is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample."

In the sampling technique, the researcher uses incidental sampling, which according to Sugiyono, (2020:85), states: "Incidental sampling is a sample selection technique based on coincidence, meaning that anyone who happens to meet the researcher can be used as a sample,

provided that the person met is considered suitable as a data source."

Measurement. The measurement scale used for the research variables is the Likert scale. According to Sugiyono, (2020:93), "The Likert scale is used to measure attitudes, opinions, and perceptions of individuals about social phenomena." In the Likert scale, values are assigned to each statement: the number 5 is assigned for "strongly agree," the number 4 for "agree," the number 3 for "neutral," the number 2 for "disagree," and the number 1 for "strongly disagree." The research data is then processed using the IBM SPSS Statistics Version 26 application.

Data Collection. There are several sources in data collection, including primary and secondary sources. The primary sources in this research include interviews, questionnaires (surveys), and observations. The secondary sources include data obtained from books, journals, and the internet.

Data Analysis Technique. The technique used for data analysis includes testing instruments first, such as validity and reliability tests. After the instrument is tested, the researcher proceeds with classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The analysis then continues with multiple regression analysis and the coefficient of determination. Finally, the researcher tests the research hypothesis by examining the effects using T-tests and F-tests.

2. RESULT AND DISCUSSION

The researcher distributed a questionnaire regarding the social commerce variable with a total of 8 statements, the influencer variable with a total of 4 statements, and the purchase intention variable with a total of 4 statements. The respondents in this study are the residents of Cirebon City who use the TikTok application, with the total number of respondents calculated using the Cochran formula, resulting in 384 respondents. Based on this, the results of the data analysis in this study are as follows:

Table 1. Respondent Characteristics

No	**Gender**	**Number of Respondents**	**Percentage (%)**
1	Male	144 people	38%
2	Female	240 people	62%
Total		**384 people**	**100%**
No	**Age Range**	**Number of Respondents**	**Percentage (%)**
1	< 17 Years	3 people	0,7%
2	18 - 28 Years	272 people	71%
3	29 - 37 Years	87 people	22,3%
4	> 38 Years	22 people	6%
Total		**384 people**	**100%**

Source: Data processed, 2025

Based on the table above, it shows that the gender of the respondents is predominantly female, with 240 people (62%), while male respondents make up 144 people (38%). The table also indicates that the majority of respondents are in the age group of 18-28 years, with 272 people (71%). This is followed by respondents in the 29-37 years range, which consists of 87 people

(22.3%), then those over 38 years old with 22 people (6%), and finally, those under 17 years old with 3 people (0.7%).

Instrument Test. Validity Test. According to Sugiyono, (2020), "Validity testing is the degree of accuracy between the actual data occurring in the object and the data that can be reported by the researcher. According to Ghozali (2018:66), "A questionnaire is considered valid if the questions in the questionnaire are able to reveal what is intended to be measured by the questionnaire."

The criteria for measuring validity state that if **r**-calculated > **r**-table and the value is positive, then the indicator in the statement is considered valid.

Criteria:

1. if $r_{hitung} > r_{tabel,}$ then the statement is valid.
2. if $r_{hitung} \leq r_{tabel,}$ then the statement is not valid.

Where for Df = n – 2 means Df = 384 – 2 = 382. So the r table value in significance level 0.05 is 0,1001

Table 2. Validity Test Result

***Social Commerce (*X1)**			
Item	**R table**	**R-value**	**Status**
I trust shopping on the TikTok Shop social commerce platform because I have confidence in TikTok Shop.	0,100	0,651	VALID
The TikTok Shop application is easy to use.	0,100	0,611	VALID
Shopping on TikTok Shop social commerce has a fast shopping system process. Shopping on TikTok Shop social commerce has a fast shopping system process.	0,100	0,542	VALID
TikTok Shop social commerce is better than other social commerce platforms.	0,100	0,558	VALID
TikTok Shop offers affordable product prices for consumers.	0,100	0,595	VALID
The appearance of TikTok Shop can attract my attention.	0,100	0,667	VALID
TikTok Shop frequently runs promotions.	0,100	0,484	VALID
TikTok Shop has good quality, so product details are clearly visible and the product information is well conveyed.	0,100	0,646	VALID
Influencer (X2)			
Item	**R table**	**R-value**	**Status**
I became aware of the products on TikTok Shop because they are promoted by many influencers.	0,100	0,570	VALID
The large number of influencers promoting on the TikTok Shop app makes consumers trust shopping on TikTok Shop.	0,100	0,468	VALID
The content created on TikTok Shop is engaging.	0,100	0,537	VALID
Influencers play a significant role in driving sales on TikTok Shop.	0,100	0,444	VALID
Purchase Intention (Y)			

Item	R table	R-value	Status
I will purchase products that are promoted on TikTok Shop.	0,100	0,483	VALID
If I find a product I like on TikTok Shop, I will buy it.	0,100	0,508	VALID
When I see an item on TikTok Shop, there is a possibility that I will want to buy it in the near future.	0,100	0,534	VALID
When I plan to buy a product in the near future, I use the TikTok Shop app.	0,100	0,405	VALID

Source: Data processed, 2025

Based on the table above, it shows that the calculated r-value > r-table, meaning that all statements for the Social Commerce (X1), Influencer (X2), and Purchase Intention (Y) variables are valid to be used in the data analysis process.

Reliability Test. Sugiyono, (2020:121) states that a reliability test is an instrument test that, when used multiple times to measure the same object, will produce consistent data. According to Ghozali, (2018:61), a questionnaire is considered reliable or dependable if a person's answers to statements are consistent or stable over time. An instrument is said to be reliable if it has a Cronbach Alpha value > 0.70 (Ghozali, 2018:61).

Table 3. Reliability Test Results for the Social Commerce Variable

Social Commerce		**Influencer**		**Purchase Intention**	
Reliability Statistics		**Reliability Statistics**		**Reliability Statistics**	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,853	8	,716	4	,753	4

Source: Output from IBM SPSS Statistics 26 for Windows

Based on the reliability output for the Social Commerce (X1) variable, it shows that the Cronbach Alpha value > 0.70, specifically 0.778 > 0.70, indicating that the Social Commerce (X1) variable is considered reliable. Based on the reliability output for the Influencer (X2) variable, it shows that the Cronbach Alpha value > 0.70, specifically 0.710 > 0.70, indicating that the Influencer (X2) variable is considered reliable. Based on the reliability output for the Purchase Intention (Y) variable, it shows that the Cronbach Alpha value > 0.70, specifically 0.833 > 0.70, indicating that the Purchase Intention (Y) variable is considered reliable.

Classical Assumption Test. Normality Test. According to Ghozali, (2018), the normality test aims to examine whether in the regression model, the independent and dependent variables follow a normal distribution. To detect normality, it can be done through graphical analysis and statistical analysis. A good regression model has data that is normally distributed or approximately normal, meaning the distribution does not deviate to the left or right (normal curve). Below is an explanation of the normality test using graphical analysis and statistical tests.

1. Graphical Analysis

   Below is the SPSS output for the normality test, which includes the histogram and normal plot graphs from the research data tabulation.

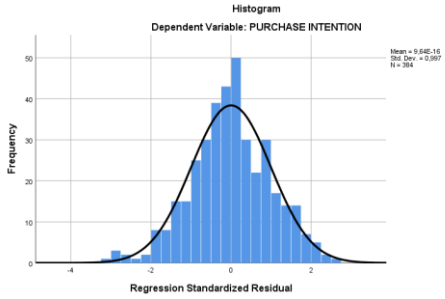

Figure 3. Histogram Normality Test Results
Source: Output from IBM SPSS Statistics 26 for Windows

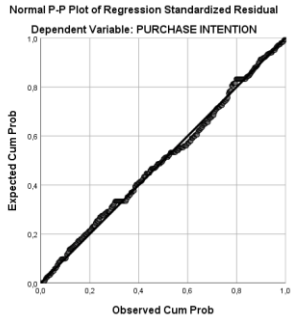

Figure 4. P-plot Normality Test Results
Source: Output from IBM SPSS Statistics 26 for Windows

Based on the normality plot graph above, it can be concluded that in the normal plot graph, the data points are spread around the diagonal line and follow the direction of the diagonal line or the result of the histogram. Therefore, this graph indicates that the regression model follows a normal distribution.

2. Statistical Analysis

The criteria for the Kolmogorov-Smirnov test are that if the significance probability value is > 0.05, the data is normally distributed, whereas if the significance probability value is < 0.05, the data is not normally distributed.

Table 4. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,77083901
Most Extreme Differences	Absolute	,036
	Positive	,036
	Negative	-,036
Test Statistic		,036
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Output from IBM SPSS Statistics 26 for Windows

Based on the table above, the Kolmogorov-Smirnov normality test results show that the residual variable has an Asymp. Sig (2-tailed) value of 2,00 which is > 0.05. Therefore, it can be concluded that all variables are normally distributed.

Multicollinearity Test. According to (Ghozali, 2018) the multicollinearity test is used to check if there is any correlation among the independent variables in the regression model. A good regression model should not have correlations among its independent variables.

To detect multicollinearity symptoms among independent variables, the variance inflation factor (VIF) is used. Based on the research results from the SPSS output, the VIF values for each independent variable, Social Commerce (X1) and Influencer (X2), can be seen in the table below.

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	10,664	,912		11,699	,000		
	SOCIAL COMMERCE	,087	,024	,191	3,697	,000	,874	1,145
	INFLUENCER	,207	,048	,222	4,309	,000	,874	1,145

a. Dependent Variable: PURCHASE INTENTION

Source: Output from IBM SPSS Statistics 26 for Windows

The coefficient of the dependent variable is shown for both independent variables, with the VIF value = 1,145 which is below 10, and the tolerance value of 0,874 or 0,874 > 0.10. Therefore, it can be concluded that the regression model does not exhibit multicollinearity symptoms.

Heteroscedasticity Test. According to (Ghozali, 2018), the heteroscedasticity test is intended to examine whether there is unequal variance of residuals from one observation to another in the regression model. A good regression model is one that is homoscedastic, meaning that heteroscedasticity does not occur.

To detect the presence or absence of heteroscedasticity in the regression model, this can be done by looking at the Plot Graph between the predicted values of the dependent variable (ZPRED) and its residuals (SRESID). The analysis is based on the assumption that if no pattern appears on the Y-axis, then heteroscedasticity does not occur.

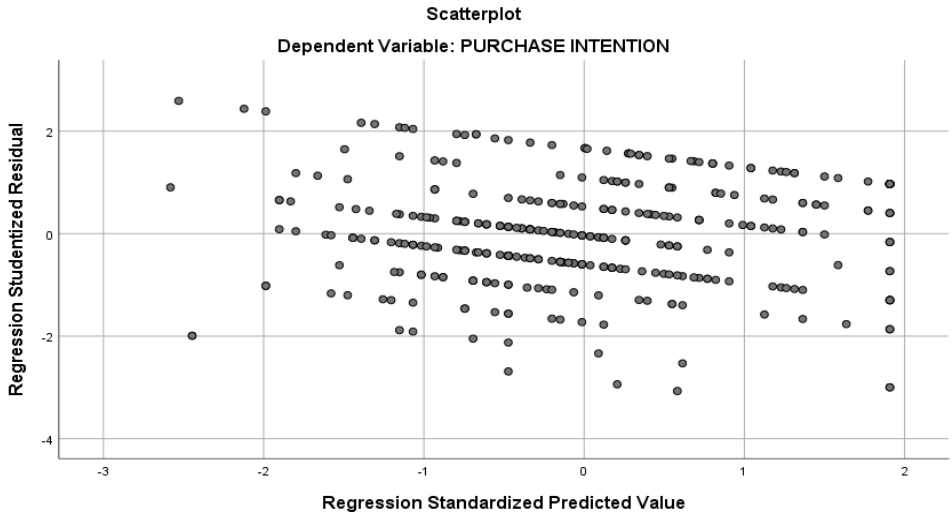

Figure 5. Results of Heteroskedasticity Test

Source: Output from IBM SPSS Statistics 26 for Windows

Based on the scatterplot graph above, it can be observed that the data points are randomly scattered and spread both above and below the 0 line on the Y-axis. This indicates that there is no heteroscedasticity in the regression model, so the regression model is suitable for predicting purchase intention based on the independent variables Social Commerce and Influencer.

Multiple Linear Regression Analysis. Multiple linear regression analysis is conducted to determine the magnitude of the effect of several independent variables simultaneously on the dependent variable. In this study, the independent variables are social commerce (X1) and influencer (X2) with the dependent variable being purchase intention (Y). The following is the result shown in the table below:

Table 6. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10,664	,912		11,699	,000
	SOCIAL COMMERCE	,087	,024	,191	3,697	,000
	INFLUENCER	,207	,048	,222	4,309	,000

a. Dependent Variable: PURCHASE INTENTION

Source: Output IBM SPSS Statistics 26 for Windows

Based on the table above, it is known that the constant value is 10,664 while the value for Social Commerce (X1) is 0,087 and the value for Influencer (X2) is 0,207 Therefore, the regression equation can be determined as follows:

$$\mathbf{Y = a + b1X1 + b2X2}$$

$$\mathbf{Y = 10,664 + 0,087\ X1 + 0,207\ X2}$$

The interpretation of the above regression equation is as follows:

1. From the equation, it can be seen that the constant in the equation has a positive value of 10,664. This means that if Social Commerce and Influencer are both held constant at 0, the purchase intention (Y) will remain at 10,664.
2. From the equation, it can be seen that the variable Social Commerce has a value of 0,087. This means that for every 1% increase in Social Commerce, with the other variable held constant, the purchase intention will increase by 0,087.
3. From the equation, it can be seen that the variable Influencer has a value of 0,207. This means that for every 1% increase in Influencer, with the other variable held constant, the purchase intention will increase by 0,207.

Coefficient of Determination. Ghozali (2018) explains that the purpose of the coefficient of

determination (R^2) test is to measure how well the model explains the variation in the dependent variable. If the coefficient of determination (R^2) is closer to 1, it indicates that the independent variables (X) explain a large portion of the variation in the dependent variable (Y). This means that the model used is stronger in explaining the effect of the independent variables on the dependent variable.

Ghozali (2018) further explains that a value closer to 1 means the independent variables provide almost all of the information needed to predict the dependent variable.

Table 7. Results of the Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,540[a]	,416	,411	1,775

a. Predictors: (Constant), INFLUENCER, SOCIAL COMMERCE

b. Dependent Variable: PURCHASE INTENTION

Source: Output IBM SPSS Statistics 26 for Windows

Based on the results of the coefficient of determination test above, the output shows an Adjusted R Square value of 0,411. The formula for calculating the coefficient of determination is as follows:

$KD = r^2 \times 100\%$

$KD = 0{,}411^2 \times 100\%$

$KD = 17\%$

This indicates that 17% of the variance in purchase intention is influenced by Social Commerce and Influencer, while the remaining variance is influenced by other variables not examined in this study.

Hypothesis Test. t-Test (Partial). Ghozali (2018) explains that the t-test is used to show the extent of the influence of one independent variable individually in explaining the variation in dependent variables.

The first hypothesis proposed is H1: There is a positive and significant effect between Social Commerce (X1) and Purchase Intention (Y) on TikTok Shop.

The proposed research hypothesis is transformed into an operational statistical hypothesis as follows:

H0: There is no positive and significant effect between Social Commerce (X1) and Purchase Intention (Y).

Ha: There is a positive and significant effect between Social Commerce (X1) and Purchase Intention (Y).

The second hypothesis proposed is H2: There is a positive and significant effect between Influencer (X2) and Purchase Intention (Y) on TikTok Shop.

The proposed research hypothesis is transformed into an operational statistical hypothesis as follows:

H0: There is no positive and significant effect between Influencer (X2) and Purchase Intention (Y).

Ha: There is a positive and significant effect between Influencer (X2) and Purchase Intention (Y).

The criteria for accepting or rejecting the hypothesis are as follows:

a. If t-count < t-table or the significance value > 0.05, it can be stated that the independent variable does not have a partial effect on the dependent variable.

b. If t-count > t-table or the significance value < 0.05, it can be stated that the independent variable has a partial effect on the dependent variable.

c. Calculate the t-table value with α = 0.05 and degrees of freedom (df) = n-2. 384 - 2 = 382, so t-table = 1,649

Table 8. Results of the t-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,664	,912		11,699	,000
	SOCIAL COMMERCE	,087	,024	,191	3,697	,000
	INFLUENCER	,207	,048	,222	4,309	,000

a. Dependent Variable: PURCHASE INTENTION

Source: Output IBM SPSS Statistics 26 for Windows

Based on the calculations using SPSS 26, as shown in the table above, the Social Commerce (X1) variable has a t-count value of 3,697 > 1,649 and a significant value of 0.00 < 0.05. Therefore, H_0 is rejected, and Ha is accepted. This indicates that Social Commerce has a positive and significant partial effect on Purchase Intention for TikTokShop. This shows that H1 has been tested and proven.

Based on the calculations using SPSS 26, as shown in the table above, the Influencer (X2) variable has a t-count value of 4,309 > 1,649 and a significant value of 0.00 < 0.05. Therefore, H_0 is rejected, and Ha is accepted. This indicates that Influencer has a positive and significant partial effect on Purchase Intention for TikTokShop. This shows that H2 has been tested and proven.

F-Test (Simultaneous Test). According to Sugiyono, (2019) "This test is used to determine whether both independent variables simultaneously or together have a significant effect on the dependent variable." The third hypothesis proposed is H3: There is an effect between Social Commerce (X1) and Influencer (X2) together on Purchase Intention (Y) for TikTokShop. The proposed research hypothesis is transformed into an operational statistical hypothesis as follows:

H_0: There is no effect between Social Commerce (X1) and Influencer (X2) together on Purchase

Intention (Y).

Ha: There is an effect between Social Commerce (X1) and Influencer (X2) together on Purchase Intention (Y).

The testing criteria are as follows:

1. If F-count > F-table, it is significant, so H_0 is rejected, and Ha is accepted.
2. If F-count < F-table, it is not significant, so H_0 is accepted, and Ha is rejected.

To calculate the F-count value with $\alpha = 0.05$ and degrees of freedom Df = n - k - 1 = 384 - 2 - 1 = 381, the F-table value is 3,02 To test the hypothesis (H3), the data will be analyzed through multiple regression, and the data will be processed using SPSS 26 as follows:

Table 9. Results of the F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157,201	2	78,601	24,934	,000[b]
	Residual	1201,039	381	3,152		
	Total	1358,240	383			

a. Dependent Variable: PURCHASE INTENTION

b. Predictors: (Constant), INFLUENCER, SOCIAL COMMERCE

Source: Output IBM SPSS Statistics 26 for Windows

Based on the table, the F-count value is 24,934 > F-table 3,02 and the significant value is 0.000 < 0.05. This means that the proposed hypothesis can be accepted, indicating that there is a positive and significant simultaneous effect between the Social Commerce (X1) and Influencer (X2) variables on Purchase Intention (Y) for TikTokShop.

Discussion. **Social Commerce on Purchase Intention**. The results of this study show that the Social Commerce variable has a positive and significant effect on purchase intention at TikTokShop. Social commerce, especially the TikTokShop app, offers various ways to shop online, often encouraging people to buy without limitations. Currently, buying and selling transactions through Social Commerce are very popular, due to the development of the concept of e-commerce into social commerce (Triyana, Sucherly, & Oesman, 2024). Prospective consumers who have the intention to buy products through Social Commerce no longer need to visit a website to make a purchase. Instead, customers can directly search for products or services and make payments through the social media platform they use, which is a key advantage of social commerce (glints.com, 2021) in Triyana et al (2024). It can be concluded that as social commerce becomes more interactive, trustworthy, and provides a comfortable shopping experience, purchase intention increases. This result is supported by research conducted by Saputra et al (2023), which shows that Social Commerce has a significant effect on purchase intention.

Influencer on Purchase Intention. The results of this study indicate that the influencer variable has a positive and significant effect on purchase intention at TikTokShop. This finding is also in line with the theory presented by Wijoyo, Cahyono, Ariyanto, & Wongso (2020), which suggests that in addition to presenting quality content, influencers can be used to attract the interest of many buyers towards the products being offered. Additionally, according to a study

by Mustopa, (2021) in Yustiawan & Lestari, (2023), it was established that social media influencers play an important role in shaping the thoughts and actions of a large number of individuals in a particular community or network. The influence of an influencer reflects the results of communication and interaction with others, and through this influence, changes in attitudes or behaviors can occur (Hutabarat, 2020) in Sahputra, Octaviani, & Yanto, (2023). This shows that the more people trust influencers, the higher the purchase intention of consumers at TikTokShop. Therefore, the results of this study successfully illustrate the power of influencers in attracting the attention of their followers to increase purchase intention at TikTokShop. TikTokShop has emerged as a revolutionary platform connecting influencers with the world of e-commerce, creating a more interactive and enjoyable shopping experience. This study is in line with research conducted by (Farasandy & Arafah, 2023), which states that influencers positively influence purchase intention.

Social Commerce and Influencers on Purchase Intention. The results of this study show that both Social Commerce and influencer variables simultaneously have a positive and significant effect on purchase intention at TikTokShop. In the current digital era, Social Commerce and influencers play an important role in shaping consumer purchase intention. Social Commerce refers to the use of social media platforms to support buying and selling activities, such as TikTok Shop. Meanwhile, influencers can be used by leveraging individuals who have a large influence on social media to promote products or services to their followers. This means that the more interactive social commerce is combined with the increasing trust in influencers, the higher the public's purchase intention towards TikTokShop. This study successfully demonstrates the significant influence that interactive Social Commerce and trustworthy influencers, when combined, have on consumers' purchase intention at TikTokShop.

3. CONCLUSION AND SUGGESTION

Based on the research findings, it can be concluded that the Social Commerce variable has a positive and significant effect on purchase intention at TikTokShop. The Influencer variable also has a positive and significant effect on purchase intention at TikTokShop. Both Social Commerce and Influencer variables simultaneously have a positive and significant effect on purchase intention at TikTokShop.

Based on the results of the study regarding the influence of social commerce and influencers on purchase intention at TikTok Shop, several recommendations can be made. Future research is expected to add other variables that may play a role in increasing purchase intention, such as product review quality, live streaming interactivity, or the effectiveness of TikTok's algorithm-based promotions. This study could be expanded by taking a broader sample that includes different age groups, social backgrounds, and digital shopping preferences to obtain more generalizable results. Given that social commerce trends continue to evolve, future research should analyze the long-term impact of TikTok Shop usage on public consumption patterns and customer loyalty to the platform. By expanding the scope of research, the results obtained could further enrich our understanding of the role of social commerce and influencers in driving consumer purchase intention in the digital era.

ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all parties who have contributed to this research. Thank you to our colleagues who have provided advice, support, and inspiration throughout the research process. We would also like to thank all the participants and respondents who took the time to participate in this study. We also extend our appreciation to the institutions or organizations that provided support and facilities in carrying out this research. All contributions and assistance provided have been invaluable to the smooth progress and success of this study. Thank you for the hard work and collaboration that have been established.

REFERECES

Arifin, Zainal, Wibowo, Sarwo Eddy, Pranawukir, Iswahyu, Efitra, & Hamboer, Maria Jashinta Elizabeth. (2023). *Digital Marketing Saat Ini*. sonpedia.

CNN Indonesia. (2024). Indonesia Pengguna TikTok Terbanyak di Dunia, Kalahkan AS hingga Rusia. Retrieved from https://www.cnnindonesia.com/teknologi/20241007094807-192-1152374/indonesia-pengguna-tiktok-terbanyak-di-dunia-kalahkan-as-hingga-rusia

Fajar Cirebon. (2024). Jumlah Penduduk Kota Cirebon Naik 2.332 Jiwa. Retrieved from https://fajarcirebon.com/jumlah-penduduk-kota-cirebon-naik-2-332-jiwa/

Farasandy, Nora Adinda, & Arafah, Willy. (2023). Pengaruh Influencer Terhadap Purchase Intention Pada Platform Media Sosial. *Jurnal Ekonomi Trisakti*, *3*(2), 2819–2830. https://doi.org/10.25105/jet.v3i2.17809

Ghozali, Imam. (2018). *APLIKASI ANALISIS MULTIVARIATE Dengan Program IBM SPSS 26* (10th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Hutabarat, Julius Ripandi. (2020). Pengaruh influencer marketing terhadap keputusan pembelian produk Eiger. *Jurnal Stindo Profesional*, *VI*, *No. 2*(2443 – 0536).

Kumparan Tech. (2022). Survei: 45% Masyarakat Indonesia Doyan Belanja di TikTok Shop. Retrieved from https://kumparan.com/kumparantech/survei-45-masyarakat-indonesia-doyan-belanja-di-tiktok-shop-1yuKNSdzT2z

Martinez, Briana, & Kim, Soyoung. (2012). *Predicting Purchase Intention for Private Sale Sites*. Emeraldinsight.

Mausul, Clarisa Damayanti, & Ma'mun, Muhamad Sukron. (2024). Pengaruh Live Streaming Tiktok Shop (Studi Minat Pembelian Pengguna Live Streaming di Akun Media Sosial TikTok @imazanhijab). *Karimah Tauhid*, *3*(2), 2391–2400. https://doi.org/10.30997/karimahtauhid.v3i2.12063

Moksaoka, I. Made Weli, & Rahyuda, I. Ketut. (2016). *PERAN BRAND IMAGE DALAM MEMEDIASI COUNTRY OF ORIGIN Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia PENDAHULUAN Perkembangan industri otomotif yang semakin meningkat menyebabkan pesatnya pertumbuhan industri kendaraan roda empat (mobil*. *5*(3), 1690–1716.

Mustopa, Fadli Bisri. (2021). *PENGARUH SOCIAL MEDIA INFLUENCER GOFAR HILMAN TERHADAP MINAT BELI KONSUMEN LAWLESS BURGERBAR*. Universitas Bakrie.

Sahputra, Chandra, Octaviani, Vethy, & Yanto. (2023). Pengaruh Influencer Terhadap Keputusan Pembelian Pada Xinonaboba Kapuas Kota Bengkulu. *Jurnal Multimedia Dehasen*, *2*(3), 509–526.

Saputra, Febrian Eko, Komaladewi, Rita, & Mulyana, Asep. (2023). The Effect of Social Commerce Constructs on Purchase Intention in Social Commerce in Bandung City. *Scaffolding: Jurnal Pendidikan Islam Dan Multikulturalisme*, *5*(2), 720–740. https://doi.org/10.37680/scaffolding.v5i2.3202

Sillia, Salsabiela Marsya, & Ishak, Asmai. (2023). Social Commerce : Faktor-faktor yang Mempengaruhi Niat Pembelian Kembali Pelanggan dan Niat E-WOM. *Selekta Manajemen*, *02*(03), 1–21. Retrieved from http://journal.feb.unmul.ac.id/index.php/INOVASI

Sindhu, Pranay, & Bharti, Kumkum. (2023). THE EFFECTS OF ATMOSPHERICS AND INFLUENCERS ON PURCHASE INTENTION IN SOCIAL COMMERCE. *Journal of Database Management*, *34 No.1*(1063–8016).

Statista. (2025). TikTok shopping behavior worldwide 2022. Retrieved from https://www.statista.com/statistics/1323243/tiktok-shopping-behavior/

Sugiyono. (2019). *Metode Penelitian Kuantitatif* (Setiyawami, Ed.). Bandung: Alfabeta,cv.

Sugiyono, Prof. Dr. (2020). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Triyana, Desna Archelia, Sucherly, & Oesman, Yevis Marty. (2024). Pengaruh Kepercayaan dan Social Commerce pada Minat Beli Konsumen di Jawa Barat. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, *8*(2), 959–975.

Wardah, Fathimah, & Albari. (2023). Analisis Pengaruh Influencer terhadap Minat Beli Konsumen pada Perusahaan JavaMifi. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, *2*(3), 188–205. Retrieved from https://journal.uii.ac.id/selma/article/view/30137

Wijoyo, Handiono, Cahyono, Yoyok, Ariyanto, Aris, & Wongso, Fery. (2020). *Digital Economy dan Pemasaran Era New Normal*. Padang: Insan Cendekia Mandiri.

Yustiawan, Sigit Try, & Lestari, Baroroh. (2023). Pengaruh influencer media sosial terhadap minat beli konsumen piscocol di Kota Malang. *Jurnal Aplikasi Bisnis*, *9*(2), 160–168.