

Antecedents of Online Purchasing Intentions for Skintific Skincare Brand on the Social Commerce Platform

ABSTRACT

This study aims to examine factors that drive online purchase intention and the mediating effect of online trust on social commerce Skintific TikTok Shop. This study employs a quantitative approach. Online questionnaires with a six-point Likert scale measurement are used. This study was conducted in Indonesia between November and December 2022. Respondents are Tik Tok users who are familiar with Skintific brand with a total number of 217. This study used PLS-SEM to test the proposed hypotheses. All hypotheses related to a direct relationship to online purchase intention are supported, except for social interaction. Therefore, online purchase intention has three main predictors such as transaction safety, online trust, and consumer engagement. Furthermore, the study reveals the mediating role of online trust in the relationship between social interaction and online purchases and between consumer engagement and online purchase intentions. The results of this study contribute to practical implications for sellers at TikTok Shop regarding strategies to increase online sales by providing an understanding of the various factors that influence online purchase intentions.

Keywords: Social interaction; Transaction safety; Consumer engagement; Online Trust; Online Purchase Intention; Social commerce; TikTok Shop.

1. INTRODUCTION

The way to do online commerce has changed due to the evolution of web 2.0 technology and social media [1]. This phenomenon is indicated by e-commerce amid interaction traffic on social networking sites by bringing up a duality of functions called social commerce. This duality combines transactional aspects in e-commerce and social interaction on social networking [2]. It can be an excellent opportunity to support business development through the popularity of social media [3]. Based on We Are Social [4] report, global social media users have reached 4.7 billion as of July 2022, reaching around 59% of the total global population. It shows that social media is one of the vital communication channels to describe the dense traffic of interactions in it which can be used to monitor social commerce growth. Thus, companies can use social media to communicate with consumers to increase company sales [2].

The existence of social commerce (such as Facebook Marketplace, TikTok Shop, Etc.) has forced companies to face new challenges in personal sales transactions [5]. Given this issue, user participation in social media for social commerce is crucial [6]. It is because most studies show that customers are considered the main factor motivating social commerce development [7]. For this reason, companies involved in social commerce need to understand any factors that drive purchase intentions. Akram et al. [8] describe online purchase intention as consumers' desire to purchase products and/or services online. There are various factors that influence online purchase intention in the context of social

commerce. For example, social interaction [2; 9; 10; 11], consumer engagement [2; 8], transaction safety [1; 12; 13], trust [1; 2; 9; 14], and others. Nonetheless, an in-depth study of the duality of social commerce is still needed to understand the factors that motivate someone to purchase [2].

In Indonesia, transactions through social media are becoming a trend, one of which is purchasing skincare products. In addition, the business in the cosmetics industry (such as skincare products) is experiencing rapid growth, which shows the high consumption and demand for skincare products in Indonesia. The Food and Drug Monitoring Agency (BPOM) recorded an increase in the number of cosmetic industry companies in Indonesia, reaching 20.6% with 913 companies as of July 2022 [15]. In addition, the Populix survey [16] as of August 2022 shows that the majority of Indonesian consumers buy skincare products through online channels, such as e-commerce (57%) and social media (3%). The percentage of purchases through e-commerce is still superior to purchases via social media. It is because transactions through social media are still in the early stages of development in Indonesia. Nonetheless, it is projected that purchases through social media will continue to increase, with the TikTok Shop being the most used platform [17].

There is a great deal of research on purchase intention and the mediating effects of trust. Despite this, most existing research has yet to thoroughly discuss the relationship between variables, and the research results are often different. Besides, the variables of purchase intention and trust used in previous research are often generalized. In this regard, the authors are interested in further examining antecedents of online purchase intentions and the mediating effect of online trust through the social commerce duality. Thus, there are several exciting variables to study: the effect of social interaction, transaction safety, consumer engagement, and online trust on online purchase intentions.

This study aims to examine factors driving online purchase intention and the mediating role of online trust in the context of social commerce for Skintific skincare products. It is examined by explaining factors such as social interaction, transaction safety, and consumer engagement mediated by the online trust to motivate online purchase intentions for skin care products through social commerce TikTok Shop. So, this research is expected to answer questions about the factors that form online trust that can impact online purchase intentions in social commerce, especially the TikTok Shop.

2. LITERATURE REVIEW

2.1. Social Interaction

Social commerce has been designed to promote business with social interactions conducive to commercial activities involving users [18]. Online social interaction is communication and information exchange activities via the internet involving consumers and companies [19]. Meanwhile, Busalim et al. [20] interpret social interaction in social commerce as the interaction between fellow consumers. The interactions **can include** recommendation systems, reviews, ratings, community development and virtual forums [21]. It gives consumers access to more information [22]. As a result, social interactions among users tend to influence the intent of purchasing decisions [23].

Several empirical studies have proven the positive relationship between social interaction and online purchase intention in social commerce [2; 9; 24; 25]. Social interaction is a driving force for one's behavior when referring to social interaction theory [22]. Furthermore, Hajli [9] stated that **the social** interaction process in social commerce produces regular interconnections among users to support purchasing decisions. Sharing experiences of

social interaction strongly influences the users' purchase intention decisions [24]. Prior research confirmed that social interaction could influence purchasing decisions without being mediated by trust [2]. Thus, social interactions in social commerce influence consumer intentions to purchase online.

2.2. Customer Engagement

Businesses in the social commerce era make consumer response to products a central role in marketing strategies that allow consumers to criticize, flatter, assess, and rate products [26]. It makes one of the keys to success in social commerce by increasing consumer engagement [27; 28]. According to Akram et al. [8], consumer engagement is a process of experience interactivity from attachment to social commerce sites and fellow community members. Meanwhile, Lee et al. [27] stated that consumer engagement is a dynamic and repetitive emotional state. This situation can sometimes stimulate the effectiveness of **transferring** meaningful information and assist consumers in making decisions, such as purchasing intention.

The positive relationship between consumer engagement and online purchase intention has been widely discussed in the literature in the context of social commerce [8; 26; 29]. Consumer engagement is positioned to build commitment in meaningful relationships between users and brands to motivate their purchasing decisions [28]. Conversely, Dabbous et al. [2] **find** that consumer engagement **does not directly affect** on purchasing decisions. In fact, empirical studies suggest companies optimize their strategy by triggering consumer attachment to social commerce sites to increase consumer purchasing potential [20].

3. Online Trust

Previous studies emphasized the positive relationship between online trust and online purchase intentions in a social commerce environment [1; 2; 9; 14]. Consumer trust is considered to have an essential role in social commerce trends [30; 31; 32]. It is because the absence of face-to-face interaction forms online seller behavior that is unpredictable and tends to be opportunistic [33]. Thus, social commerce is very complex and full of social uncertainty. Therefore, trust helps reduce concerns about risks in social commerce [34] and controls the possibility of opportunistic behavior due to the lack of regulation in online transactions through social commerce [3]. According to Attar et al. [35], trust is a strong belief in something and can later influence the individual's actions, such as purchasing intention. Studies on Chinese social commerce websites prove that online trust **significantly promotes** purchase intentions [36]. However, trust usually mediates other elements in fostering purchase intentions. Furthermore, online trust in social commerce will strengthen users' social shopping intentions [37].

4. Transaction Safety

The significant influence of trust on online purchase intentions makes factors triggering trust a thing to consider. Several studies have proven online trust antecedents in the context of social commerce, such as social interaction [38; 39; 40; 41; 42], transaction safety [12; 32; 39; 43], and consumer engagement [2; 44; 45]. Social interactions in social commerce (such as the use of rating and review features to share information) will directly affect user trust, reflecting the quality of the relationship with the brand [46]. Instead, research by Yahia et al. [7] showed results beyond expectations by showing that social interaction with sellers can reduce consumer trust. In fact, social interaction can foster consumer trust in sellers [38]. Meanwhile, user trust is also influenced by transaction safety [32]. Transaction safety offers

consumers a high level of security during online transactions [40; 47], which certainly plays a vital role in building their trust in the online environment [40]. Besides, millennial consumers will have high trust if their transactions are safe and protected [43]. Furthermore, Prentice et al. [48] stated that consumer engagement could influence online trust in brands, which can be seen from their involvement in consumers' emotional, psychological, and behavioral aspects toward brands. In addition, Islam & Rahman [44] suggest that companies need to develop consumer engagement by uploading informative content to foster user online trust.

5. The Role of Online Trust as the Mediator Variable

Prior empirical studies have proven the mediating role of online trust in the driving factors of purchase intentions. Some emphasize its effect on the relationship between social interaction [11; 49; 50] and consumer engagement [2; 8] to online purchase intention. Consumers use social commerce constructs (such as ratings and reviews, as well as forums and communities) to interact with their peers, increasing their confidence and leading to purchase intention [50]. It is also confirmed by Tahir & Khan [11] that online reviews in social commerce can influence a person's trust, which in turn impacts his purchase intention. In addition, social interaction will impact attitudes and beliefs, leading to consumer behavior in deciding which product to buy [49]. Online trust does not only mediate the effect between social interaction to purchase intention but also consumer engagement. Trust can partially mediate the relationship between consumer engagement and purchase intention [2]. Furthermore, other research states that managing consumer engagement needs to be considered to build trust in brands and trigger purchase intention [45; 51]. Moreover, a study shows that consumer engagement will affect their trust in brands **which leads** to the tendency of consumers purchasing decisions in social commerce. [52]. Thus, the mediating effect of online trust is interesting to be explored.

2. METHODOLOGY

2.1 Measurement

A causal study is used to examine the causal relationship between related variables by conducting hypothesis testing. A quantitative approach by distributing online questionnaires via Google form is used as the primary data. The overall measurement of questionnaires adapted from [1; 2] with the six-Likert-scale values that aim to determine the tendency of respondents' responses to the questions asked to avoid bias. As stated by Taherdoost [53], a six-point scale is most suitable for use if there is a need to direct the respondent on one side of the response. Six-point Likert scale assessment consists of strongly disagree (1), disagree (2), somewhat disagree (3), somewhat agree (4), agree (5), and strongly agree (5).

2.2 Sampling and Data Collection

The sample of this research is the TikTok users in Indonesia **who are familiar** with Skintific brand. The convenience sampling method is used as a sampling technique that allows the author to distribute questionnaires to people who match the respondent's criteria at random via social media such as WhatsApp, Twitter and TikTok. The use of this method aims to facilitate the authors in obtaining research samples. A pilot test of 40 respondents was conducted before the online questionnaire was distributed to the original respondents of this study. The results show that **the questionnaire can be distributed without further adjustments**. Finally, this study **collected** samples from 217 respondents to be examined.

2.2 Data Analysis Techniques

Partial Least Square-Structural Equation Modelling (PLS-SEM) with the SmartPLS 3 software, including measurement and structural models testing, was used to test the hypothesis by analyzing the influence between variables. The measurement model test is carried out to ensure that the measurement is valid and reliable to produce relevant and accurate data to increase the effectiveness of research results. First, Cronbach's alpha and composite reliability (CR) with criteria ≥ 0.60 were used to test internal consistency reliability [54; 55; 56]. Second, the validity test was conducted to determine the validity of the research instrument in measuring variables that are measured in this research [57]. It will be assessed as convergent and discriminant validity. The loading factor value of $>.50$ [58] and average variance extracted (AVE) $\geq .50$ [58; 59] were used to assess convergent validity. Meanwhile, the Fornell-Larcker test criteria to the square roots of AVE [57; 60] and the Heterotrait-monotriat ratio of correlations (HTMT) with a value less than $.85$ [61] are used to assess discriminant validity.

The structural models were tested using the collinearity test, path coefficient test, coefficient of determination test (R-Square), and Goodness of fit (Q-Square) with PLS-Predict. The collinearity test was performed to reduce the redundancy of predictor variables by evaluating each predictor construct's variance inflation factor (VIF) value. The VIF cut-off value must be less than 5 to avoid multicollinearity problems [56]. The path coefficient test was used to examine the direction of the variable relationship between the values of -1 and $+1$. The coefficient determination test represents the ability of the dependent variables to be explained by independent variables. It refers to the R Square value with the criteria proposed by Chin [62], in which the R square must be greater than 0.19 to be recognized [56]. Meanwhile, the Q square test was used to understand the model fitness. It is stated that the dependent variable is said to have predictive relevance if the value of the Q square is greater than 0 [58].

Finally, hypothesis testing is achieved to test the significance of the relationship between constructs on the proposed hypothesis. The hypothesis will be evaluated by *P* value based on a significance value of less than $.05$ and *T* statistics based on *t*-table 1.96 as a reference. The hypothesis will be accepted if the *T* statistics exceed the reference table *t*-value. The hypothesis proposed in this study:

H1: Social interaction has a positive effect on online trust.

H2: Social interaction has a positive effect on online purchase intentions through social commerce.

H3: Transaction security has a positive effect on online trust in social commerce.

H4: Consumer engagement has a positive effect on online trust.

H5: Consumer engagement has a positive effect on consumers' online purchase intentions through social commerce.

H6a: The relationship between social interaction and online purchase intention is mediated by online trust.

H6b: The relationship between consumer engagement and online purchase intention is mediated by online trust.

H7: Online trust has a positive effect on online purchase intentions through social commerce.

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

The respondents' profiles analysis, classified by gender, age, occupation, average income per month, and frequency of TikTok visits per day, can be seen in the following demographic data (Table 1).

Table 1. Respondents' Demographic Characteristics

Category	Frequency	%
Gender		
Male	23	10,6
Female	194	89,4
Age		
≤ 20 years	40	18,4
21–25 years	170	78,3
26–30 years	5	2,3
31–35 years	1	0,5
36–40 years	1	0,5
≥ 40 years	0	0
Occupation		
Student/College students	191	88
Entrepreneurs	5	2,3
Private employees	9	4,1
BUMN (State) Employees	2	0,9
State Civil Apparatus (ASN)	1	0,5
Others	9	4,1
The average income per month		
≤ 2.000.000 IDR	146	67,3
2.000.001– 4.000.000 IDR	55	25,3
4.000.001– 6.000.000 IDR	13	6
6.000.001– 8.000.000 IDR	1	0,5
8.000.001–10.000.000 IDR	0	0
≥ 10,000,001 IDR	2	0,9
Frequency of TikTok visits per day		
≤ 1 hour	23	10,6
1 – 2 hours	70	32,3
3 – 4 hours	81	37,3
5 – 6 hours	23	10,6
≥ 6 hours	20	9,2

Source: Primary data processed (2022)

Based on Table 1, the respondents of this study were dominated by female respondents (89,4%). In addition, most of the respondents were aged 21-25 years old (78,3%), worked as student/college students (88%), and had an income of no more than 2.000.000 IDR (67,3%). Regarding TikTok visit frequency, most respondents visit TikTok for 3-4 hours a day (37,3%).

3.2 Measurement Model: Validity and Reliability

The results of **the overall measurement's** validity convergent and reliability test are demonstrated as follows (Table 2).

Table 2. The Validity Convergent and Reliability Test Results

Construct	Item scale	loadings	CA	CR	AVE
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Social Interaction [SOS]	SOS1	0.852	.759	0.859	0.670
	SOS2	0.820			
	SOS3	0.782			
Transaction Safety [TS]	TS1	0.881	.882	0.927	0.756
	TS2	0.879			
	TS3	0.868			
	TS4*	0.849			
Consumer Engagement [CE]	CE	0.899	.816	0.891	0.734
	CE2	0.908			
	CE3	0.754			
Online Trust [TRU]	TRU1	0.811	.878	0.909	0.622
	TRU2	0.751			
	TRU3	0.868			
	TRU4*	0.813			
	TRU5	0.875			
	TRU6	0.766			
	TRU7	0.604			
Online Purchasing Intention [BUY]	BUY1	0.780	.935	0.947	0.720
	BUY2	0.818			
	BUY3	0.882			
	BUY4	0.859			
	BUY5	0.914			
	BUY6	0.813			
	BUY7	0.866			

*Items were eliminated due to the correlation issue on the HTMT test.

The Results shown in Table 2 indicate that the measurement of this study is convergently valid and reliable. The reliability of measurement is indicated by the value of Cronbach's alpha (CA) and composite reliability (CR) of this research is all above 0.6. Meanwhile, the loadings factor values of all indicators and the AVE values shown were all above 0.50.

In the discriminant validity test, the results of the Fornell-Larcker criterion on the square roots AVE and the HTMT ratio indicate that the overall variables were accepted. It means that the overall construct of this study is unique and distinctive from one another. The Fornell-Larcker Criterion on square roots AVE results are shown as follows (Table 3).

Table 3. Fornell-Larcker criterion on The Square Roots AVE

Construct	SOS	TS	TRU	CE	BUY
SOS	0.819				
TS	0.623	0.870			
TRU	0.592	0.786	0.789		
CE	0.513	0.573	0.609	0.857	
BUY	0.449	0.566	0.678	0.586	0.849

*Notes: SOS: Social Interaction, TS: Transaction Safety, TRU: Online Trust, CE: Consumer Engagement, BUY: Online Purchasing Intention.

Table 3 exhibits each variable's square root AVE, shown on diagonal values, with a more fantastic result than the value below. It indicates good results based on the measurement criteria of Fornell & Larcker (1981). For example, CE (0.857) has a more considerable value

than the variable under it, namely BUY (0.586). Thus, all variables are declared discriminately valid.

Furthermore, the first HTMT test failed to be accepted because the value between TS and TRU variables was below 0.85, which indicated a discriminant validity problem. Therefore, indicators on those variables should be eliminated due to the highest correlation. Indicator correlation analysis indicates that TS4 and TR4 items must be eliminated due to the highest average correlation. After eliminating those items, the HTMT test was executed again, with the corrected results as follows (Table 4).

Table 4. Corrected the HTMT Test Results

Construct	SOS	TS	TRU	CE	BUY
SOS					
TS	0.722				
TRU	0.676	0.786			
CE	0.648	0.645	0.694		
BUY	0.525	0.593	0.748	0.671	

**Notes: SOS: Social Interaction, TS: Transaction Safety, TRU: Online Trust, CE: Consumer Engagement, BUY: Online Purchasing Intention.*

Table 4 reveals that the overall HTMT value was below 0.85. That is, the results are accepted. Thus, overall variables can be stated as discriminantly valid.

3.3 Structural Model Analysis

First, the collinearity is assessed based on VIF values. The results are demonstrated as follows (Table 5).

Table 5. The Results of The Collinearity Test

Construct	SOS	TS	TRU	CE	BUY
SOS			1.701		1.590
TS			1.784		
TRU					1.822
CE			1.540		1.670
BUY					

**Notes: SOS: Social Interaction, TS: Transaction Safety, TRU: Online Trust, CE: Consumer Engagement, BUY: Online Purchasing Intention.*

Table 5 clearly shows that no critical multicollinearity problem was found. The overall value of VIF is less than 5. Thus, the results state that there is no problematic multicollinearity between variables.

Second, the R-Square and Q-square test results are displayed as follows (Table 6).

Table 6. The Results of R-Square and Q-Square

Variable	R-Square	R-Square Adjusted	Q-Square
Online Trust	0.567	0.561	0.550
Online Purchasing Intention	0.507	0.500	0.393

Source: Primary data processed (2022)

Based on Table 6, the R-Square results reveal that all dependent variables are explained well by the independent variables. It is because the overall values highly exceed the cut-off value of 0.19, which is a good thing. The overall value exceeds 0.50, meaning the variable explained well for more than 50%. Meanwhile, the Q-Square results refer to the predictive relevance of the variable. It shows that the overall Q-square value of more than zero. Thus, the model is predictive and fits well with the data.

Finally, the path coefficient (β) results are explained together with hypothesis testing to get the gist of this research purpose. Furthermore, the mediating role of online trust is also examined. It helps look at the effect of this mediator on the variable it mediates. The results are detailed in Table 7 and recapped in figure 1.

Table 7. Estimation Results SEM

Variable Relation	Hypothesis	β	P Value	T Statistics	Conclusion
SOS \rightarrow TRU	H1	.157	.02	2.550	Supported
SOS \rightarrow BUY	H2	.025	.64	0.463	Rejected
TS \rightarrow TRU	H3	.455	.00	6.672	Supported
CE \rightarrow TRU	H4	.268	.00	4.379	Supported
CE \rightarrow BUY	H5	.279	.001	3.159	Supported
TRU \rightarrow BUY	H7	.493	.00	6.118	Supported
SOS \rightarrow TRU \rightarrow BUY	H6a	.077	.02	2.345	Supported
CE \rightarrow TRU \rightarrow BUY	H6b	.132	.00	3.721	Supported

*Notes: SOS: Social Interaction, TS: Transaction Safety, TRU: Online Trust, CE: Consumer Engagement, BUY: Online Purchasing Intention.

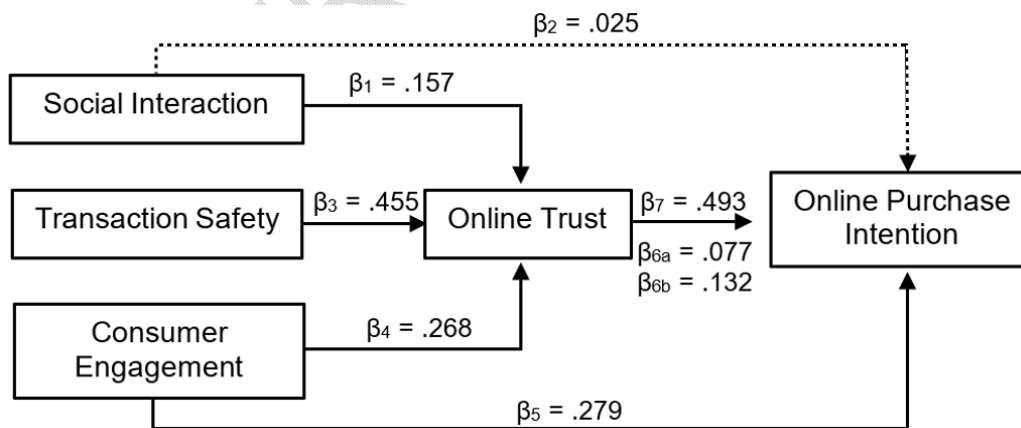


Fig. 1. Summary of the model results.

β indicates the hypothesized direction.

The dotted line indicates the rejected relationship in the hypothesis.

Table 7 shows that all path coefficients (β) exceed zero. It shows a positive direction of the hypothesis. These results also reveal that all directly related hypotheses are supported, except for the direct relationship between social interaction and online purchase intention (H2), which is rejected. The supported variables relationship shows a P value of less than .05 and a T statistic of more than 1.96. Meanwhile, the role of mediator by online trust in this study is entirely accepted. It means that online trust motivates the emergence of a relationship between social interaction and consumer engagement in online purchase intention. Figure 1 summarizes the hypothesis testing into a research model for a more superficial understanding. The dashed connection between social interaction and online purchase intention indicates no direct relationship between those variables, or the hypothesis is rejected. Further explanation regarding the results is explained as follows.

3.3.1 Effect of Social Interaction on Online Trust

The results revealed that social interaction positively and significantly affected online trust ($\beta = .157, P = .01$), in which hypothesis H1 is supported. It indicates that more social interaction in social commerce has a high potential to increase consumer online trust. The result is in line with the previous study [38], which shows that familiarity that arises from the interaction of members can enable them to understand the skills of other members, thus facilitating the emergence of interpersonal trust. On the other hand, the results of this study have contradicted previous studies [2; 12], which rejected the relationship between social interaction and online trust. That is, no matter how high the frequency of social interaction that is carried out, it will not affect one's online trust.

Social interaction can be achieved by providing reviews, opinions, and product recommendations in social commerce [21; 44], for example, through content created by companies and voluntary consumer-generated content in the form of User Generated Content (UGC). In addition, companies can also increase social interaction with potential consumers through the live streaming feature, allowing them to interact in real-time. One of the essential factors in social interaction is the accessibility of users to product reviews and recommendations [47]. Collaboration between online reviews and recommendations received will increase online trust by reducing doubts. Product recommendations can help potential consumers better understand the product. Meanwhile, online reviews can present experiences of product benefits felt by consumers and original product photos without any editing process.

3.3.2 Effect of Social Interaction on Online Purchase Intention

The results found that social interaction does not affect online purchase intention ($\beta = .025, P = .64$). Therefore, hypothesis H2 is rejected. It shows that no matter how much social interaction occurs, it will not motivate users to purchase. These results contradict previous findings regarding social commerce platforms Instagram and Facebook [2], stating that social interaction is a crucial element that can directly influence purchase intentions. The absence of influence in the direct relationship between social interaction and online purchase intention is very likely to occur because social network users' behavior will be significantly influenced by interactions with people they trust [63; 64]. The increasing number of frauds supports it in online transactions due to the popularity of online shopping [65]. This increase in fraud is a serious problem and makes users more aware of the high risks involved in making transactions through social commerce. Therefore, they will not act rashly in purchasing decisions no matter how many interactions occur when they are still unsure.

3.3.3 Effect of Transaction Safety on Online Trust

Transaction safety's positive and significant effect on online trust ($\beta = .455, P = .00$) supports hypothesis H3. The high-security guarantees to protect transactions in social commerce will reduce the risk of embezzlement and fraud. Furthermore, social commerce users will ensure their transactions are safe. Thus, the transaction safety level will motivate the formation of users' online trust. This finding is supported by previous studies [12; 32; 40; 43]. Research by Ramli et al. [32] in the context of sales on social networking sites in Malaysia states that transaction safety must be identified to build trust in buying and selling online. The threat of risk makes users more selective in making transactions. This tendency will make them limit transactions in a precarious economy [66]. Thus, transaction safety is a primary factor that makes them trust high-risk online commercial sites, such as social commerce.

3.3.4 Effect of Consumer Engagement on Online Trust

Consumer engagement is considered capable of **positively and significantly influencing online trust formation** ($\beta = .268, P = .00$). Thus, hypothesis H4 is supported. Consumer engagement can be realized by motivating the enthusiasm of social media users, as suggested [44], by developing content that contains essential, accurate information according to user needs. The more interaction relationships between sellers and consumers are maintained, the higher the chances of online trust. This finding is in line with and reaffirms the results of previous research [2; 65]. Research on Instagram and Facebook sites shows that participatory and maintained social interaction will influence the development of consumer trust in companies [2].

Most respondents to this study were females with a pattern of online shopping associated with social media activity that **differed** from the males. It is confirmed by findings in a study on social media activity in Finland [68] that females are more involved in social media activities than males. In addition, females' selectivity in shopping online tends to be higher than males' because of their skepticism. Therefore, females will be involved in more detailed and elaborated interactions with sellers [69]. Women will be willing to observe content about products they target through social commerce, such as skin care products, to get more information. They also do not hesitate to give likes/likes and comments options on content that helps them make decisions. Females tend to want clarity from prognostic information [70]. Through this, women's hesitancy towards online purchases will decrease, so they will be confident to **purchase** online.

3.3.5 Effect of Consumer Engagement on Online Purchase Intention

The results of this study support hypothesis H5 by finding that consumer engagement in social commerce can significantly and positively influence online purchase intentions, although not mediated by other factors ($\beta = .279, P = .002$). In other words, a well-maintained interaction relationship between sellers and buyers will have an impact on increasing online purchases. Conflicting results are shown by previous studies in the social commerce context of Facebook and Instagram that consumer engagement will lead to online purchase intentions only because it is mediated by online trust [2]. In contrast, research [71] on customer attachment to brands in social commerce indicates that this attachment can influence purchase decisions by social commerce users.

3.3.6 The Mediating Role of Online Trust

The results confirm the role of online trust in mediating the relationship between social interaction and online purchase intention providing hypothesis 6a supported ($\beta = .279, P = .002$). It means social interaction will affect online purchase intention with online trust. This result **aligns** with the findings in the context of e-commerce in Pakistan [11] that online

reviews influence a person's purchase intention from their level of trust. Potential consumers intend to make online purchase transactions through social commerce after digging up more information from interactions with trusted sources.

The high risk of social commerce transactions does not make only social interaction enough to stimulate potential consumers' purchase intentions. The availability of products online makes users **challenging** to imagine the original form of the products, which causes a higher level of doubt and awareness of risks. Therefore, they need to observe opinions from the perspective of other people who have tried the product through social interaction, for example, online reviews. Nevertheless, not all online reviews can be taken for granted to avoid manipulative reviews. Trustworthy online reviews often use language that is natural and less emotional [72]. Once potential consumers are convinced that the reviews are genuine, they will consider buying the product or passing it on.

Furthermore, online trust also **mediates** the relationship between consumer engagement and online purchase intention ($\beta = .132, P = .00$), so hypothesis 6b is supported. As the results of previous research show that the impact caused by consumer engagement in social commerce on online purchase intentions is fully mediated by online trust [2]. Social media users who have maintained interactions with sellers are more likely to make purchases. It is because these users are considered to be interested in the product, familiar with the brand, and understand the seller's reliability from the informative content that the seller uploads. Consequently, this will make them start visiting brand pages and interacting more intensely, such as reading other posts, commenting, Etc. In this case, users will put their trust in online sellers, which can influence user behavior to make purchases.

3.3.7 Effect of Online Trust on Online Purchase Intention

Online trust as an antecedent of online purchase intention is proven in this study. Online trust influences online purchase intention positively and significantly ($\beta = .493, P = .00$). Thus, hypothesis H7 is supported. These results confirm previous studies showing a positive relationship between online trust and online purchase intentions in social commerce [1; 2; 9;14]. Trust is one of the most important things to consider in the buying and selling process on the social networking site Facebook [1]. Meanwhile, relationships with companies and a trustworthy shopping environment will support the creation of a desire to make purchases through social commerce among Iranian people [34]. Online trust problems arise because of the high risk of transactions in social commerce related to payment problems and the reality of the products purchased. Thus, potential consumers hesitate to make a purchase. In this regard, online trust can act as a reducer of these worries and motivate the emergence of online purchase intentions through social commerce.

3. CONCLUSION

The substance of this research can increase understanding of the main factors that can trigger online purchase intentions through social commerce, especially the TikTok Shop. In addition, this research also shows that complex duality in social commerce can provide excellent opportunities for creating meaningful relationships among users and simultaneous economic transactions. The study results show that the trigger factors for online purchase intentions are directly derived from online trust and consumer engagement. In this case, transaction security affects online trust. Furthermore, the capacity of online trust to mediate the relationship between social interaction and consumer engagement towards purchase intention has been confirmed.

Overall, the findings highlight the relationship between transaction security and online trust with the most fabulous causality relationship. It indicates that commercial transactions whose security is guaranteed will significantly influence the formation of online consumer trust in social commerce. In this regard, companies must pay attention to **managing** transaction system information so that it remains confidential. Thus, transaction security will be guaranteed, and consumers' concerns about digital crime in buying and selling online through social commerce can be minimized so that consumers will trust the seller.

Thus, companies can manage the duality of the social commerce function to increase the potential for online purchases by potential consumers by considering the factors of social interaction, transaction security, consumer engagement, and online trust. Marketing managers need to develop marketing strategies appropriate to the behavior of targeted social commerce users. It can be done by making the best possible use of the social interaction features available in social commerce, maintaining economic transactions to ensure their safety and managing meaningful interaction relationships with consumers. **To maintain consumer engagement**, marketing managers can exercise creativity by posting informative and targeted branded content. Finally, consumers' online trust will increase, eventually leading to online purchasing goals.

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APPENDIX

The item scale used to measure the construct of this study was adapted from Dabbous et al. (2020) and Maia et al. (2019). The following is a description of the item scale of measurement in this study:

Table 8. Item Scale of the Measurement

Construct	Item Scale	Source
Social Interaction [SOS]	[SOS1] Skintific TikTok Shop allows me to interact easily with the seller.	Dabbous et al. (2020)
	[SOS2] Skintific TikTok Shop allows me access to skincare product reviews and recommendations.	
	[SOS3] Skintific TikTok Shop allows me to interact easily with other consumers.	
Transaction Safety [TS]	[TS1] Skintific TikTok Shop implements security measures to protect the transactions of its buyers.	Maia et al. (2019)
	[TS2] Skintific TikTok Shop can verify the identity of online shoppers for security purposes.	
	[TS3] Skintific TikTok Shop usually ensures that information related to transactions remains protected from being accidentally altered or tampered with during internet transmission.	
	[TS4] I feel secure in the e-payment system through Skintific TikTok Shop.*	
Consumer Engagement [CE]	[CE1] I visited the Skintific brand page on the TikTok Shop.	Dabbous et al. (2020)
	[CE2] I read a Skintific brand post on TikTok Shop.	
	[CE3] I use the “like” option on Skintific brand posts in TikTok Shop.	
Online Trust [TRU]	[TRU1] Skintific TikTok Shop can be trusted.	Maia et al. (2019)
	[TRU2] Skintific TikTok Shop still considers what is best for me, even though it has its interests.	
	[TRU3] I trust Skintific TikTok Shop.	
	[TRU4] Skintific TikTok Shop wants to be known as a company that keeps its promises and commitments.*	Dabbous et al. (2020)
	[TRU5] I trust the Skintific brand I saw on TikTok Shop.	
	[TRU6] I feel safe when I want to buy Skintific skincare products via Skintific TikTok Shop.	
	[TRU7] I trust products in Skintific TikTok Shop more than its products found in other commerce.	
Online Purchase Intention [BUY]	[BUY1] I tend to buy skincare products at Skintific TikTok Shop.	Maia et al. (2019)
	[BUY2] I will likely buy skincare products at Skintific TikTok Shop.	
	[BUY3] If given a chance, I intend to buy skincare products at Skintific TikTok Shop.	Dabbous et al. (2020)
	[BUY4] I am willing to buy skincare products sold through Skintific TikTok Shop.*	
	[BUY5] I intend to buy skincare products through Skintific TikTok Shop.	
	[BUY6] I will consider buying skincare products sold	

through Skintific TikTok Shop as my first choice in the future.

[BUY7] I intend to buy skincare products sold through Skintific TikTok Shop for my needs.

**Items were eliminated due to the correlation issue on the HTMT test.*

UNDER PEER REVIEW