Analysis of The Influence of Social Commerce *Tiktok Shop* on Purchase Intention

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Abstract
The digital era has driven the development of social media platforms as a means of transaction known as social commerce. TikTok Shop is one of the platforms that is increasingly in demand by consumers for online shopping, so it is important to understand the factors that influence social commerce and purchase intention. This study aims to analyze the effect of accessibility and promotion on social commerce, as well as its impact on purchase intention on TikTok Shop users in Sukabumi Regency. With a quantitative approach, this study involved 140 respondents who had made at least three purchases. The data analysis technique used Structural Equation Modeling (SEM) with the AMOS program. The results of the study indicate that social commerce has a significant effect on accessibility (P Value = 0.000; CR = 4.443) and promotion (P Value = 0.034; CR = 2.116). In addition, purchase intention also has a significant effect on social commerce (P Value = 0.000; CR = 4.513) and accessibility (P Value = 0.049; CR = 1.972). However, purchase intention does not have a significant effect on promotion (P Value = 0.304; CR = 1.027). This study strengthens previous findings that show the importance of social commerce in increasing accessibility and promotion, as well as the relevance of purchase intention in influencing social commerce and accessibility. The implications of this study can help business actors to design more effective marketing strategies, especially through social media platforms such as TikTok Shop.

Keywords	Social Commerce, Accessibility, Promotion, Purchase Intention, TikTok Shop, Structural Equation Modeling (SEM).

INTRODUCTION

In today's digital era, the world of e-commerce has undergone significant evolution. The latest trend that is growing rapidly is "Social commerce". Social commerce is a concept of buying and selling activities that combines elements of social media and e-commerce (Biantoro, Darpito & Oetomo. 2023). In social commerce, social media platforms are used as channels for interaction, sharing information, and making buying and selling transactions. This changes the way people shop online by offering a better experience and establishing active interactions. Social commerce is an option for sellers to be able to reach all their consumers spread across various regions only through online platforms. In addition, from the customer side, it will also be easier when searching for and purchasing products because they can check out directly from the social commerce platform.(Dewi, Indrayani & Aritonang. 2022).

Social commerce is a business strategy that combines elements of e-commerce with social media, allowing users to shop directly through social platforms (Sillia & Ishak, 2023). It includes features such as product tags, shoppable ads, recommendations from other users, and interacting with products directly through platforms such as Instagram, Facebook, Tiktok, creating a more interactive and social shopping experience. Through Social Commerce, brands can reach a wider audience and increase customer engagement. With

Accessibility, Promotion, and Social Commerce, it will increase Purchase Intention (Aziz, 2023; Aziz, Sari, & Alhidayatullah, 2022).

The problem currently being faced is that many people in Sukabumi Regency have not utilized the Tiktok Shop platform and other sales platforms, people may still be afraid to shop on the Tiktok Shop platform or other platforms because there is still a lot of information that does not match expectations. Online transactions or payments are also often the reason people are reluctant to choose to shop online, because they assume that online payments are a little difficult to do. Not a few people choose not to shop online, because they choose to prioritize basic needs.

Referring to the background above, the problem that occurs is the problem of Purchase Intention of several consumers when shopping online in social commerce. One thing that needs to be identified is the extent to which social commerce influences consumer purchasing interest, whether the available accessibility is able to influence consumer behavior towards purchasing interest in social commerce tiktokshop Or whether the promotion carried out is able to influence consumer behavior towards purchasing interest in social commerce tiktokshop.

Based on the background described above, the research questions are as follows.
1. Is there any influence of accessibility on social commerce?
2. Is there an influence of promotion on social commerce?
3. Is there an influence of Accessibility on Purchase Intention?
4. Is there any influence of Promotion on Purchase Intention?
5. Is there any influence of Social commerce on Purchase Intention?

LITERATURE REVIEW
Purchase Intention

Purchase intention is closely related to consumer purchasing decisions, intention is used to predict a person's tendency to do or not do purchasing behavior. Purchase intention is one phase in the consumer decision-making process that arises after a need is felt by the individual (Ong & Firdausy, 2023). However, dissatisfaction is a factor in the loss of interest in buying. The interest that arises in making a purchase creates a motivation to buy the desired item and in the end a consumer must fulfill his needs to actualize what is already in his mind (Daulay, 2022).

Social Commerce

Social commerce is a concept of buying and selling activities that combines elements of social media and e-commerce (Ong & Firdaus, 2023).In social e-commerce, social media platforms are used as channels to interact, share information, and conduct sales transactions. There are many things that can be done in social commerce, from uploading products, making promotional offers, to running an online store that is integrated with social media platforms. That is why social commerce has become an important trend in the world of online business. This is because social commerce utilizes the great potential of using social media to sell products and interact with buyers. (Sillia & Ishak, 2023).

Accessibility

Accessibility is a measure of the ease of a location to be reached from other locations via the transportation system. Measures of affordability or accessibility include ease of time, cost, and effort in moving between places or areas (Prawira & Pranitasari, 2020). According to Sheth and Sisodia in their book The 4 A's of Marketing (2012), the definition of accessibility is the extent to which customers can easily obtain and use a product.

Promotion

Promotion is essentially a form of marketing communication. Marketing Communication is a marketing activity that seeks to disseminate information, influence, or remind the target market and its products so that they can accept, buy the products offered by the company and the person concerned. The internet has increased the promotional mix and reduced many promotional costs (Semuel & Hartono, 2020).

Hypothesis Development
Accessibility to Social Commerce

Based on the research results of Hertin & Pitra (2019), it is very important for MSMEs to use new methods in selling this product, namely by using e-commerce. It is proven that by using e-commerce, the problem of buyer accessibility to sellers can be minimized because the use of shipping to various regions and affects the reach of MSME product sales.

H1: There is a significant positive influence of accessibility on social commerce.

Promotion of Social Commerce

Promotion on Instagram social media also has a significant positive effect on consumer purchasing interest on the e-commerce platform. Among other influential variables, the promotion variable shows the strongest influence, indicated by a higher β value than images and information. The promotion can be in the form of sharing promo codes to attract new consumers, offering discounts or giving gifts so that consumers are interested in shopping in larger quantities (Nugroho, Azzahra.2022)

H2: There is a significant positive effect of promotion on social commerce

Accessibility to Purchase Intention

Accessibility is a measure of comfort or ease of how land use locations support interactions with each other and how easy or difficult the location is to reach through the transportation network system (Carvalho et al., 2016). Wibisurya (2018) argues that a good location ensures fast access, can attract a large number of consumers and is strong enough to change consumer shopping and purchasing patterns.

H3: There is a significant positive influence of Accessibility on Purchase Intention

Promotion towards Purchase Intention

Semuel & Hartono (2019) proved that Online Promotion is related to the dimensions measured by Online Promotion or Sales Promotion in their research, proving that Sales Promotion or Promotion, both offline and online, influences Purchase Intention or consumer buying interest, where the important role of Promotion in buying and selling activities or business does not change over time, as is the case with the results of previous research.

H4: There is a significant positive influence of Promotion on Purchase Intention

***Social Commerce*against Purchase Intention**

Azizah, Gunawan & Sinansari (2021) through SEM analysis results, concluded that there is a positive and significant influence of TikTok social media marketing on the brand awareness variable of cosmetic products. Furthermore, it was found that the TikTok social media marketing variable also has a positive and significant influence on the purchase intention variable of cosmetic products.

H5: There is a significant positive influence of Social commerce on Purchase Intention.

METHOD
Research Methods and Objects

The research method used is quantitative. According to Sugiyono (2018) quantitative research methods are often referred to as positivistic methods because research data is in the form of numbers and statistical analysis. While the objects of this research are accessibility (X1), promotion (X2), social commerce (Z), and purchase intention (Y).

Method of collecting data

In this study, the data used consists of two types, namely primary data and secondary data. This primary data is data obtained directly from the source, this data is obtained through distributing questionnaires to respondents. The primary data of this study uses a Likert scale of 1-5, which is a scale that asks respondents to indicate the level of strongly agree or strongly disagree in the statements in the questionnaire. Secondary data is data obtained or collected by researchers from various existing sources, secondary data can be obtained from various sources such as books, reports, journals and all information (Sarjana, 2023).

Population and Sample

The population in this study were Tiktok Shop users in Sukabumi Regency, whose number is unknown. While the sample obtained for this study was 140 respondents who were TikTok shop users who had made purchases at least 3 times.

Data Analysis Techniques

Data processing and presentation in this study using Structural Equation Modeling (SEM) analysis techniques, a multivariate statistical analysis method, conducting SEM data processing is different from conducting regression data processing or path analysis

(Harahap, 2020). Data were analyzed using Structural Equation Modeling (SEM) processed through the Analysis of Moment Structure (AMOS) program.

RESULTS AND DISCUSSION

Respondent Age

In this study, there were 14 respondents aged 17-20 years with a percentage of 10%, 112 respondents aged 20-25 years with a percentage of 80%, and 14 respondents aged 25-30 years with a percentage of 10%. These results indicate that the majority of respondents involved in this study were respondents aged 20-25 years.

Gender

In this study, the majority of respondents were women with a total of 97 people with a percentage of 69.3%, while men were only 43 people with a percentage of 30.7%. This result shows that the respondents involved in this study were mostly female respondents who had a greater interest.

Confirmatory Factor Analysis (CFA) Test

Validity test shows how well the measuring instrument is able to measure what is desired than others. Valid measuring instruments have high validity, while invalid measuring instruments have low validity. This is done by calculating the correlation between the values obtained on the measuring instrument as a whole and the values obtained from each question item. A questionnaire is said to be valid if the loading factor value or standardized loading estimates ≥ 0.05. The results of the loading factor value show ≥ 0.05 so that it can be concluded that the validity test is valid.
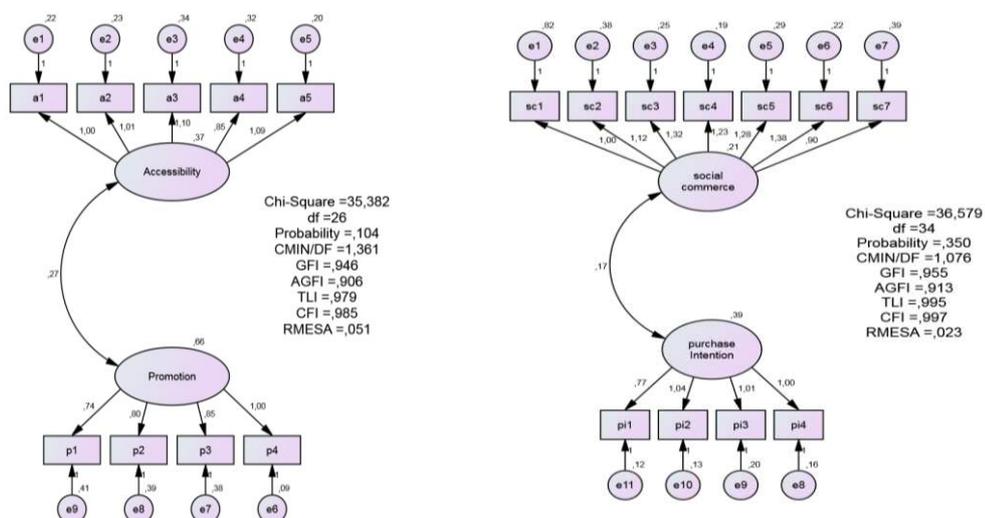

Figure 1. Confirmatory Factor Analysis (CFA) test

Based on the image above, the results are presented as follows.

Table 1. Factor loading values

Indicator	*Loading Factor*	Information
X1.1	0.738	Valid
X1.2	0.847	Valid
X1.3	0.719	Valid
X1.4	0.718	Valid
X1.5	0.832	Valid
X2.4	0.918	Valid
X2.3	0.768	Valid
X2.2	0.747	Valid
X2.1	0.687	Valid
Z7	0.565	Valid
Z6	0.775	Valid
Z5	0.786	Valid
Z4	0.771	Valid
Z3	0.821	Valid
Z2	0.653	Valid
Z1	0.966	Valid
Y1	0.81	Valid
Y2	0.879	Valid
Y3	0.948	Valid
Y4	0.839	Valid

CR & AVE Reliability

Reliability test is a test that shows the extent of the stability and consistency of the measuring instrument used, so that it provides relatively consistent results if the measurement is repeated. Reliability measurement is based on a numerical index called a coefficient. A questionnaire is said to be reliable if the construct reliability (CR) value ≥ 0.7 and the variance extracted (VE) value ≥ 0.5. The CR & AVE value results must have good reliability if the CR number ≥ 0.7 and the AVE number ≥ 0.5. So it can be concluded that all variables tested meet the CR & AVE criteria, so they are declared valid as measuring instruments in research.

Normality Test

Data normality test with univariate and multivariate normality is a test to analyze the level of normality of data used in research. To see whether the data is normal or not univariately can be done by looking at the CR value on the expected skewness ± 2.58 (ranging from -2.58 to +2.58) at a significance level of 0.01. If the univariate value is outside this number, it can still be tolerated if the multivariate value is still around ± 2.58 (Ferdinand, 2014). The results of the normality test of the research data showed a normal distribution,

showing a cr value <2.58 and a multivariate normal value <2.58. So it can be stated that the normality test meets the criteria.

Outlier Test

Outlier evaluation can be done by looking at the mahalanobis distance value, namely detecting extreme data. The criteria used are p1 and p2 <0.001. In addition, the calculated mahalanobis distance value must be <Chi Square distribution table (Ghozali, 2014). In the research, 20 indicators were used, then through the excel program in the Insert-Function-CHIINV sub-menu of45.31475. The researcher only included the top 12 rows which totaled 140. The results showed that none exceeded the outlier limit so it can be concluded that the research data meets the requirements and there are no outliers so it can be concluded that the research data meets the requirements and there are no multivariate outliers.

Multicollinearity Test

Multicollinearity in SEM AMOS output can be seen with the determinant of the covariance matrix. If the multicollinearity value is very small, it indicates that there is a problem of multicollinearity or singularity. The value of the determinant of sample covariance = 0.000 which is not negative, indicates that the data analyzed does not show multicollinearity or singularity problems. So that the variables in the model do not have a very strong linear relationship, so that the analysis can be continued without constraints from multicollinearity.
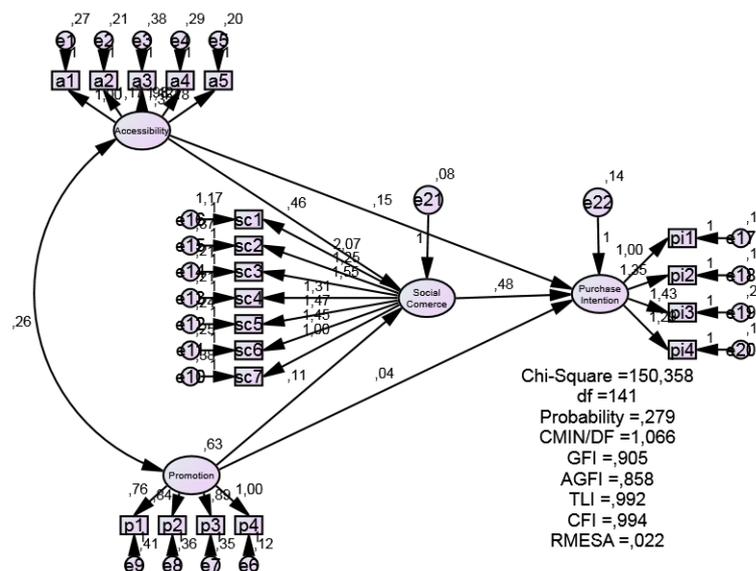
Full Model Test

Figure 2. Full Model

The full model test aims to assess how well a statistical model reflects the observed data by comparing the expected or predicted values of the model with the actual values. The model fit test is conducted to assess whether it meets the criteria used to assess whether a

model is feasible or not, including Chi-square, probability, RMSEA, CMIN/DF, GFI, AGFI, TLI, and CFI (Ferdinand, 2014). The models used in this study are as follows:

Table 2. Full Model Goodness of Fit Test

No	Goodness of fit index	Cut off value	Analysis Results	Information
1	Chi-Square	Expected small	150,358	Fit
2	Probability	> 0.05	0.279	Fit
3	RMSEA	< 0.8	0.022	Fit
4	GFI	> 0.90	0.905	Fit
5	AGFI	> 0.90	0.858	Marginal
6	CMIN/DF	< 2.00	1,066	Fit
7	TLI	> 0.95	0.992	Fit
8	CFI	> 0.95	0.994	Fit

In this study, it can be seen that the goodness of fit model tested has met the fit criteria, namely Chi-Square of 150.358, probability of 0.279, RMSEA of 0.022, GFI of 0.905, AGFI of 0.858, CMIN / DF of 1.066, TLI of 0.992 and CFI of 0.994. So, it can be concluded that the research model meets the goodness of fit criteria.

Determination Test

The determination coefficient test (R2) identifies the level of contribution of the independent variable to changes in the dependent variable. Meanwhile, the output is as follows:

Table 3. Determination Test

	Estimate
Social Commerce	,563
Purchase Intention	,371

Based on the table above, the results of this study show that the overall influence that influences Social Commerce is 0.563 and Purchase Intention is 0.371, so 50% is influenced by other factors from the Social Commerce and Purchase Intention variables. The results of the large influence of each variable can be seen in the results of the direct influence test.

Hypothesis Testing

Hypothesis testing is done to answer the questions in this study or analyze the structural relationships of the model. If the CR value is ≥1.96 and the P value is ≤0.05 then there is an influence on each variable (Ghozali, 2014). Hypothesis data analysis can be seen from the standardized regression weight value which shows the coefficient of influence between variables in the following table:

Table 4. Hypothesis Test Results

			Estimate	SE	CR	P	Hypothesis
SC	<--	AK	0.459	0.103	4,443	0,000	**Accepted**
SC	<--	PR	0.109	0.051	2,116	0.034	**Accepted**
PI	<--	SC	0.475	0.105	4,513	0,000	**Accepted**
PI	<--	PR	0.043	0.042	1,027	0.304	**Rejected**
PI	<--	AK	0.152	0.077	1,972	0.049	**Accepted**

The results of the hypothesis test in this study showed that of the five hypotheses proposed, four hypotheses were accepted and one hypothesis was rejected. The results of the significant test showed the P value and CR as the main ones. The accepted hypothesis has a P value <0.05 and CR> 1.96 which indicates significance. Hypothesis 1 is accepted with a P value of 0.000 and CR 4.443. Hypothesis 2 is accepted with a P value of 0.034 and CR 2.116. Hypothesis 3 is accepted with a P value of 0.000 and CR 4.513. Hypothesis 4 is rejected with a P value of 0.304 and CR 1.027. Hypothesis 5 is accepted with a P value of 0.049 and CR 1.972.

The Impact of Social Commerce on Accessibility

The results of the study show that social commerce has a significant effect on accessibility. This is indicated by the P Value of 0.000 <0.05 and the CR value of 4.443> 1.96. These findings indicate that the use of social commerce can increase the ease of access to information and services for consumers. Social commerce, which utilizes interactive features such as product reviews, direct discussions with sellers, and ease of navigation, can provide a more comfortable and efficient shopping experience for users. This study supports the results of Hertin & Pitra's (2019) study which emphasized the importance of the role of social commerce in increasing accessibility.

The Influence of Social Commerce on Promotion

Social commerce has also been shown to have a significant effect on promotion, with a P Value of 0.034 <0.05 and a CR value of 2.116> 1.96. This shows that social commerce platforms can be an effective promotional tool through features such as personalized advertising, product recommendations based on user preferences, and direct promotions through influencers or content creators. This finding is in line with research by Hartawan, Liu et al. (2021) which states that social commerce has a major contribution in supporting more effective promotional strategies in the digital era.

The of Purchase Intention on Social Commerce

The results of the study show that purchase intention has a significant influence on social commerce, with a P Value of 0.000 <0.05 and a CR value of 4.513> 1.96. This shows that consumer intention to purchase a product drives increased activity on the social commerce platform. Consumers with high purchase intention tend to use social commerce features to get more information about the product before making a purchase. This finding is in line with research by Azizah, Gunawan & Sinansari (2021), which confirms a close relationship between purchase intention and activity on the social commerce platform.

The Influence of Purchase Intention on Promotion

Purchase intention does not have a significant effect on promotion, with a P Value of 0.304 > 0.05 and a CR value of 1.027 < 1.96. This shows that consumer intention to purchase a product does not directly affect their perception of promotional activities. Other factors such as promotion quality, relevance, and effectiveness of marketing campaigns may have a more dominant influence on the success of promotions. This finding is consistent with the research of Semuel & Hartono (2019), which found that the influence of purchase intention on promotions can be indirect or depend on the context of the promotion being carried out.

The Influence of Purchase Intention on Accessibility

Purchase intention is proven to have a significant influence on accessibility, with a P Value of 0.049 <0.05 and a CR value of 1.972> 1.96. This shows that consumers with high purchase intentions tend to be more active in seeking access to information and services that support their purchasing decisions. The ease of access offered by social commerce platforms is an important factor in increasing consumer trust and comfort. This finding supports Wibisurya's research (2018), which states that purchase intentions can drive increased needs for accessibility of services and information.

CLOSING

Based on the results of the research analysis, it can be concluded as follows: 1) The results of the study indicate that Social Commerce has a positive and significant influence on Accessibility with a CR value of 4.443, exceeding 1.96, and a p-value of 0.000, this means that Social Commerce has an effect on Accessibility. 2) The results of this study indicate that Social Commerce has a positive and significant influence on Promotion with a CR value of 2.116, exceeding 1.96, and a p-value of 0.034, this means that Social Commerce has an effect on Promotion. 3) The results of this study indicate that Purchase Intention has a positive and significant influence on Social Commerce with a CR value of 4.513, exceeding 1.96, and a p-value of 0.000, this means that Purchase Intention has an effect on Social Commerce. 4) The results of this study indicate that Purchase Intention has a negative and insignificant effect on Promotion with a CR value of 1.027, less than 1.96, and a p-value of 0.304, this means that Purchase Intention does not affect Promotion, meaning that Purchase Intention does not affect Promotion. 5) The results of this study indicate that Purchase

Intention has a positive and significant effect on Accessibility with a CR value of 1.972, exceeding 1.96, and a p-value of 0.049, this means that Purchase Intention affects Accessibility.

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