The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City

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Article Info	ABSTRACT
	The purpose of this study was to analyze and discuss social support on purchase intention with consumer confidence as a mediating variable for TikTok Shop consumers in Bandar Lampung City. This study uses a quantitative approach using a questionnaire for data collection. The population in this study were people in Bandar Lampung City who had made purchases through TikTok Shop. Because accurate data has not been found regarding the people of Bandar Lampung city who have made purchases through TikTok Shop, this study uses a non-probability sampling method with the sampling technique, namely purposive sampling (sampling through specific criteria and characteristics). Non-probability sampling is used with the target of the people of Bandar Lampung city who have made purchases through TikTok Shop. Data analysis was carried out using Structural Equation Modeling (SEM) Partial Least Square (PLS). The results showed that social support has a significant effect on purchase intention through consumer trust at TikTok Shop in Bandar Lampung City. Social support affects consumer trust. Trust affects purchase intention. Social support affects purchase intention. Trust mediates social support on purchase intention.
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INTRODUCTION

Technological developments at this time are increasingly sophisticated with the existence of 3G / 4G and Wi-Fi technology, social media such as Facebook, Instagram, WhatsApp, and Tiktok are becoming increasingly popular in all circles in this era. With the advancement of internet technology, people have started to fulfill most of their needs through online sites. This situation will be able to provide new things again with the emergence of electronic commerce (Guven, 2020). The success of e-commerce has led to more innovation by utilizing new technologies to develop e-commerce into social commerce. (Hajli, 2019).

Social commerce is a new form of sales trend that is believed to be growing rapidly and will compete with e-commerce. Social commerce covers a wide range of business activities and is not only used in transactions but also for marketing and promotion. (Hew *et al.*, 2016).

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1186 | P a g e

The number of TikTok users in Indonesia was 126.83 million people in January 2024. This figure increased by 19.1% compared to last year which was 106.52 million people. the most popular online shopping platforms today are Shopee (89%), Tokopedia (51%), Tiktok Shop (41%), Facebook & Instagram Shop (19%), Bukalapak & WhatsApp (9%), and online sites (5%) than in the last place other social media platforms (2%). This shows that e-commerce applications are still superior in terms of revenue compared to TikTok Shop. With this, it can be seen that Indonesians' purchase intention for TikTok (s-commerce) is still low compared to e-commerce (Shopee).

Purchase intention is the most important basis for companies to formulate strategies in the market. E-service quality and trust are the two main influential factors in purchase intention (Yin et al., 2019). (Yin *et al.*, 2019). One of the factors that can influence purchase intention is trust. Trust is a key indicator in the online environment (Mutz, 2005). In this online shopping site, trust is the main thing that is always considered before buying. Not infrequently many online stores commit fraud and lack security guarantees during transactions. As an example of a fraud case, one of the consumers from Kartasura (Central Java) experienced fraud at the Tiktok Shop with the mode after the consumer checked out the goods then the seller sent a phishing link. Where this phishing link is used by criminals to tap the victim's cellphone, and with this phishing the perpetrator can tap all of the victim's m-banking or e-money accounts and drain the balance. Events like this ultimately reduce consumer trust in sellers. This states that trust affects consumer purchase intentions. The results of research conducted (Hajli, 2015) state that trust has a positive effect on buying interest. Meanwhile, (Lien et al., 2015) show the results Trust has no significant effect on purchase intention.

Social Support is multidimensional and involves informational support and emotional support. (Huang and Nambisan, 2010). Informational support includes the provision of messages, advice, and knowledge that are useful for solving a problem. (House, 1981). Emotional support includes giving messages in the form of emotional care which includes empathy and concern (Taylor et al., 2004). (Taylor et al., 2004). With this, it is said that Social Support such as recommendations, reviews, and rating forums are important in purchase intention. Consumers can even trust customer reviews and ratings 12 times more than product descriptions provided by manufacturers. This states that Social Support affects consumer purchase intentions. The research conducted (M. Nick Hajli, 2014) stated that Social Support has a significant effect on purchase intention in social commerce. (Istiqomawati, Priyo, and Paramita, 2022) stated that Social Support has no significant effect on purchase intention.

Previous research findings such as the results of research conducted by (Hajli, 2015) stated that trust has a positive effect on buying interest. In line with research conducted (Morgan and Hunt, 1994) said that trust is the most important element that can affect the success of a buying and selling relationship. Meanwhile, (Lien *et al.*, 2015) show the results Trust has no significant effect on purchase intention. The research conducted (M. Nick Hajli, 2014) stated that Social Support has a significant effect on purchase intentions in *social commerce*. (Istiqomawati, Priyo, and Paramita, 2022) stated that Social Support has no significant effect on purchase intention. This study explores the effect of social support on

purchase intention in TikTok Shop consumers in Bandar Lampung City by considering consumer trust as a mediator. This report fills gaps in the previous literature and intends to provide insight into the dynamics of the TikTok Shop (s-commerce) market. Based on this description, this study aims to find out more about consumer purchase intentions on the TikTok Shop online shopping site in the city of Bandar Lampung. Given that users of the shopping platform on TikTok Shop social media in Bandar Lampung are not too fast and popular with the public, and whether TikTok Shop (s-commerce) can increase consumer purchases by using the influence of Social Support on purchase intentions with Trust as a mediating variable.

Literature Review

Social Commerce

Social Commerce is a new development in e-commerce. Social Commerce is the utilization of web-based online media, and customer commitment to conduct online buying and selling activities. (Shen and Eder, 2011). Social media provides a forum for discussion and communication between s-commerce users. (Afrasiabi and Benyoucef, 2011).. Customers can visit social media sites to get support or advice on their online purchasing plans and to learn more about online purchasing. (M. Nick Hajli, 2014). (Busalim, Razak, and Hussin, 2016) said that social commerce is a very promising new thing in online business by making social media an intermediary.

Purchase Intention

Purchase intention is defined according to (Bosnjak, Obermeier, and Tuten, 2006) which is the desire or tendency of an individual who strongly encourages an individual to buy a product. According to (Ferdinand, 2014) there are four dimensions and indicators of purchase intention, namely: Transactional intention, namely the purchase intention that arises when a consumer tends to buy a product. Referential intention is a purchase intention that can arise when a consumer tends to refer a product to others. The preferential intention is the purchase intention that arises when consumers make a product their main goal or choice. Exploratory intention, namely the purchase intention arises when consumers seek more detailed information about a product.

Social Support

Social Support is any form of care or support that someone provides for another person (Tahmasbipour and Taheri, 2012). Social Support is multidimensional, involving informational support and emotional support (Huang and Nambisan, 2010). (Huang and Nambisan, 2010). Information support includes the provision of messages, in the form of advice and knowledge that is useful for solving a problem. (House, 1981). Emotional support includes giving messages in the form of emotional care which includes empathy and concern (Taylor et al., 2004). (Taylor *et al.*, 2004). From the dimensions mentioned above, there are indicators of informational support, which include recommendations, advice, and knowledge. While the indicators of emotional support are empathy and care. Social Support Theory has a positive effect on the quality of relationships that can influence the intention to continue using the website and the intention to make purchases on s-commerce.

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City–Annisa Tri Widya et.al

1188 | P a g e

Consumer Trust

Trust is a major key in a business process. Trust in the context of online purchases is the willingness of consumers to place expectations on other parties during the shopping process, with the expectation that the other party can provide the promised product or service (Zendehdel et al., 2011). (Zendehdel et al., 2011). Meanwhile, (Mayer *et al.*, 1995) (Mayer et al., 1995) state that trust has three dimensions, among others, Ability, namely the ability that refers to the characteristics and competence of the seller/organization in influencing specific areas. This shows how the seller can serve, provide, and secure transactions from interference from other parties. Then, Benevolence is the willingness of the seller to provide satisfaction that can be mutually beneficial between the seller and the consumer. According to (Kim and Kim, 2003) kindness includes attention, confidence, and acceptance. According to (Kim and Kim, 2003) kindness includes attention, confidence, and acceptance. According to (Kim and Kim, 2003) integrity can be seen from fulfillment, straightforwardness, and reliability. (Turban, Bolloju and Liang, 2010) (Turban, Bolloju and Liang, 2010) state that the delivery of correct information in online businesses is needed to maintain trust from consumers.
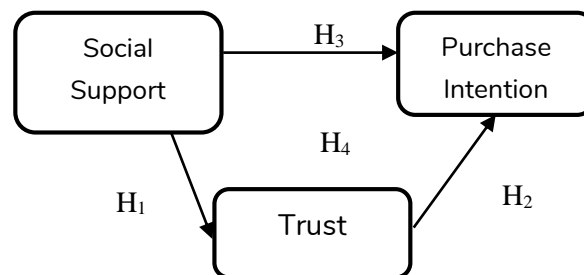
Conceptual Framework

Figure 1. Conceptual Framework

Hypothesis

H1   Social support has a positive effect on trust.
H2   Trust has a positive effect on Purchase Intention.
H3   Social Support has a positive effect on Purchase Intention.
H4   Social Support Affects Purchase Intention through Trust

METHODS

The type of research used is causal research using a quantitative approach. This study uses a population, namely Tiktok Shop consumers in Bandar Lampung City. This study uses a non-probability sampling method with the sampling technique, namely purposive sampling, which means that sampling uses the specific characteristics and criteria needed by the researcher. Specific characteristics and criteria, namely: a) at least 17-22 years old, b) domiciled in Bandar Lampung City, c) have bought products at TikTok Shop. Samples from this group are used because their characteristics are very appropriate to the needs in this study which are useful for determining the number of samples based on the number of indicators on the variable. (Hair *et al.*, 2019). The minimum and ideal sample size is 10 times the number of indicators (Hair *et al.*, 2019). With the number of indicators in this study as many as 22 indicators multiplied by 10, it has a result of 220. With this stated the number of samples determined

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating
Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al
1189 | P a g e

was 220 consumers. The data collection process carried out in this study went through two stages. Primary data collection by distributing questionnaires to respondents via Google Forms and secondary data collection where relevant data from books and previous research is collected to complement and support research findings. The questionnaire distribution contains several written questions that are presented to respondents to be answered. This study used a Likert scale instrument. The Likert scale is used to measure the opinions, attitudes, and perspectives of an individual or group towards a phenomenon under study. Respondents' answers were scored based on the choices, Strongly Agree (SS) with a score of 1, Agree (S) with a score of 2, Disagree (TS) with a score of 3, and Strongly Disagree (STS) with a score of 4. Analysis techniques and hypothesis testing in this study using SEM-PLS. The measurement model analysis used is the outer model test which includes: the convergent validity test, discriminant validity, composite reliability, Average Variance Extracted (AVE), and Cronbach's alpha. The inner model test includes: The R-Square test and Q-Square test. The last analysis is hypothesis testing.

RESULTS AND DISCUSSION

Respondent Characteristics

The majority of respondents in this study who were Tiktok Shop consumers in Bandar Lampung City were female as many as 118 respondents (53.6%), while the number of male respondents was 102 respondents (46.6%). Judging from age, most respondents were aged 17-22 years, namely 93 respondents (42.3%), then aged 23-27 years as many as 69 respondents (31.4), then aged 28-32 years as many as 45 respondents (20.5%), then aged 33-37 years as many as 12 respondents (5.5%). Meanwhile, respondents aged> 37 have the least number, namely 1 (0.5%).

Judging from job characteristics, it shows that most respondents work as students as many as 97 respondents (44.1%), and civil servants / BUMN as many as 20 respondents (9.1%), then private employees as many as 78 respondents (35.5%), entrepreneurs as many as 20 respondents (9.1%), then with the profession of housewives, wedding organizers, and traders as many as 2 respondents (1%) each.

Outer model test

Convergent Validity

Table 1. Convergent Validity Value

Indicator	Social Support (X)	Purchase Intention (Y)	Trust (Z)
X1	0.946		
X2	0.915		
X3	0.940		
X4	0.975		
Y1		0.932	
Y2		0.945	
Y3		0.930	
Y4		0.944	
Y5		0.934	
Y6		0.937	

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1190 | P a g e

Indicator	Social Support (X)	Purchase Intention (Y)	Trust (Z)
Y7		0.941	
Y8		0.948	
Z1			0.945
Z2			0.896
Z3			0.909
Z4			0.904
Z5			0.901
Z6			0.919
Z7			0.973
Z8			0.905
Z9			0.863
Z10			0.875

Source: SmartPLS 4.0 data output (2024)

Based on Table 1, it can be seen that each indicator on the variables in this study meets the criteria for convergent validity with a value> 0.7 so the data is said to be valid and meets the criteria for convergent validity.

Discriminant Validity

Table 2. Discriminant Validity

Indicator	Social Support (X)	Purchase Intention (Y)	Trust (Z)
X1	0.946	0.582	0.692
X2	0.915	0.615	0.749
X3	0.940	0.555	0.724
X4	0.975	0.586	0.737
Y1	0.604	0.932	0.649
Y2	0.569	0.945	0.681
Y3	0.596	0.930	0.640
Y4	0.576	0.944	0.702
Y5	0.568	0.934	0.602
Y6	0.580	0.937	0.674
Y7	0.606	0.941	0.659
Y8	0.554	0.948	0.659
Z1	0.690	0.653	0.945
Z2	0.664	0.615	0.896
Z3	0.720	0.638	0.909
Z4	0.722	0.611	0.904
Z5	0.674	0.650	0.901
Z6	0.699	0.622	0.919
Z7	0.740	0.664	0.973
Z8	0.711	0.668	0.905
Z9	0.690	0.651	0.863
Z10	0.678	0.610	0.875

Source: SmartPLS 4.0 data output (2024)

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1191 | P a g e

In the outer model, we recognize cross-loading. This value is another measure of discriminate validity. The expected value is that each indicator has a higher loading for the measured construct than the loading value for other constructs. The cross-loading value of each construct is tested to ensure that the correlation of the construct with the measurement items is greater than that of other constructs.

Based on Table 2 above, variable item X1 has a cross-loading value of 0.946. The X1 Cross Loading value has a higher correlation with variables Y (0.582) and Z (0.692). So it can be concluded that the discriminant validity requirements have been met.

Composite Reliability

Table 3. Composite Reliability

Variables	Composite Reliability	Criteria	Description
Social Support (X)	0.960	> 0,7	Reliability
Purchase Intention (Y)	0.981	> 0,7	Reliability
Trust (Z)	0.977	> 0,7	Reliability

Source: SmartPLS 4.0 data output (2024)

Based on Table 3, it can be concluded that all variables contained in this study have a *composite* reliability value> 0.7 so all variables can be declared to meet the *composite* reliability criteria and are reliable.

Average Variance Extracted (AVE)

Table 4. Average Variance Extracted (AVE)

Variables	AVE	Criteria	Description
Social support (X)	0.892	> 0.5	Valid
Purchase intention (Y)	0.882	> 0.5	Valid
Trust (Z)	0.827	> 0.5	Valid

Source: SmartPLS 4.0 data output (2024)

Based on Table 4, it can be concluded that all variables contained in this study have an AVE value> 0.5 so all variables can be declared to meet the AVE criteria and are valid.

Cronach's Alpha

Table 5. Cronach's Alpha

Variables	Cronbach`s Alpha	Criteria	Description
Social Support (X)	0.959	> 0,7	Reliability
Purchase Intention (Y)	0.981	> 0,7	Reliability
Trust (Z)	0.977	> 0,7	Reliability

Source: SmartPLS 4.0 data output (2024)

Based on Table 5, it can be concluded that all variables contained in this study have a Cronbach's alpha value> 0.7 so all variables can be declared to meet the Cronbach's alpha criteria and are reliable.

Inner Model Test

According to (Ghozali, 2016) Chininner model is a test that can show the existence of a relationship between the independent variable and the dependent variable. Testing at this stage is explained by the R-Square test and the Q-Square test.

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City–Annisa Tri Widya et.al

1192 | P a g e

R-Square & Q-Square Test

Table 6. *R-Square* & *Q-Square* Test Results

Testing	Test Results	Criteria
Coefficient of Determination (*R-Square*)		
Purchase Intention	0.508	Medium
Trust	0.591	Medium
Predictive Relevance (*Q-Square)*		
Purchase Intention	0.443	Medium
Trust	0.483	Medium

Source: SmartPLS 4.0 data output (2024)

R-Square

According to (Sarstedt, et al., 2017) R Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak. Based on Table 6, the R Square value for social support and trust variables on purchase intention is 50.8%. This shows that the distribution of purchase intention variables can be explained by the social support and trust variables by 50.8%. The remaining 49.2% is explained by other variables not examined in this study. Based on this table, the R Square value for the social support variable on trust is 59.1%. This shows that the distribution of trust variables can be explained by the social support variable of 59.1%. The remaining 40.9% is explained by other variables not examined in this study.

Q-Square

According to (Chin, 2010) Q-Square value greater than 0 (zero) indicates that the model has good predictive relevance. Meanwhile, if the Q-Square value is less than 0 (zero), then the model is not good or does not have good predictive relevance. Based on this table, the Q-Square value for the purchase intention variable is 0.443 and trust is 0.483, which indicates that the model has good predictive relevance.

Path Coefficient Test Results and Hypothesis Test

Table 7. Path Coefficient Results or direct effects

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STADEV)	Tstatistics (|O/STDEV|)	P values
Social Support -> Trust	0.769	0.768	0.044	17.316	0.000
Trust -> Purchase Intention	0.552	0.550	0.083	6.653	0.000
Social Support -> Purchase Intention	0.195	0.198	0.092	2.117	0.034

Source: SmartPLS 4.0 data output (2024)

In using the SmartPLS 4.0 data processing program, hypothesis acceptance is carried out through bootstrapping, so that it can be seen that there is an influence relationship between the independent variable and the dependent variable. According to (Ghozali, 2016)If the p-value is below 0.05 then Ha is accepted. Conversely, if the p-value is above 0.05 then

Ha is rejected. Based on the results of the data in Table 7, it can be seen that social support has a positive effect on trust of 0.769 (positive) which indicates the direction of the relationship between social support and trust is positive with a t statistic of 17.316 (above 1.96) and a p-value of 0.000 (below 0.05), meaning that the influence that occurs is positively significant so that H_1 is accepted. Then trust has a positive effect on purchase intention of 0.552 (positive) which shows the direction of the relationship between trust and purchase intention is positive with a t statistic of 6.653 (above 1.96) and a p-value of 0.000 (below 0.05) meaning that the influence that occurs is positively significant so that H_2. Furthermore, social support has a positive influence on purchase intention of 0,195 (positive) which shows the direction of the relationship between social support and purchase intention is positive with a t statistic of 2.117 (above 1.96) and a p-value of 0.034 (below 0.05) meaning that the influence that occurs is positively significant so that H_3 is accepted.

Results of *Specific Indirect Effect* or Indirect Effect

Table 8. Specific Indirect Effect Results

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STADEV)	T statistics (|O/STDEV|)	P values
Social Support -> Trust-> Purchase Intention	0.424	0.424	0.073	5.794	0.000

Source: SmartPLS 4.0 data output (2024)

From this table, it can be concluded that trust can mediate the effect of social support on purchase intention because it has a p-value of 0.000 (below 0.05) and a t statistic of 5.794 (above 1.96), meaning that the influence that occurs is positive and significant so that H_3 is accepted.

This study aims to analyze the effect of social support on purchase intention with consumer confidence as a mediating variable for *TikTok Shop* consumers in Bandar Lampung City. Several dimensions and indicators consist of several question items which are then used to test and measure a relationship between the variables contained in this study. The data obtained through distributing questionnaires was then processed and analyzed by researchers to obtain research results. The following is a discussion of the research results that have been processed and analyzed:

The Effect of Social Support on Trust

Based on the test results on hypothesis 1, it proves that there is a significant positive influence between the social support variable on trust. This means that better social support provided will increase trust in *TikTok Shop* consumers in Bandar Lampung City. Therefore, *Tiktok Shop* needs to be able to continue to maintain social support for its consumers. With good social support, the level of consumer confidence in *TikTok Shop* will increase. The results of this test support research by (Liu *et al.*, 2019) which states that social support has a positive influence on purchase intention. With that, it can be concluded that the better the social support provided, the higher the purchase intention of *TikTok Shop* consumers in Bandar Lampung City.

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1194 | P a g e

The Effect of Trust on Purchase Intention

Based on the test results of hypothesis 2, it proves that there is a significant positive effect between trust and purchase intention. This shows that the better the level of consumer confidence, the higher the consumer purchase intention at *TikTok Shop*. Therefore, *Tiktok Shop* needs to be able to continue to maintain its quality to maintain the trust of its consumers. With good trust, consumers will continue to have purchase intentions at *TikTok Shop.* The results of this test support research by (Rosdiana, Haris, and Suwena, 2019) which states that trust has a positive influence on purchase intention. With that, it can be concluded that the better the trust given will increase the purchase intention of *TikTok Shop* consumers in Bandar Lampung City.

The Effect of Social Support on Purchase Intention

Based on the test results of hypothesis 3, it proves that there is a significant positive influence between social support on purchase intention. This shows that the better the social support, will increase consumer purchase intentions at *TikTok Shop*. Therefore, *TikTok Shop* needs to continue to pay attention to its quality to maintain social support for its consumers. With good social support, consumers will continue to have purchase intentions at *TikTok Shop.* The results of this test support research by (M. Nick Hajli, 2014) which states that social support has a positive influence on purchase intention. With that, it can be concluded that the better the social support provided, the higher the purchase intention of *TikTok Shop* consumers in Bandar Lampung City.

The Effect of Social Support on Purchase Intention Through Consumer Trust

Based on the test results of hypothesis 4, it proves that there is a mediating effect of the trust variable on the relationship between the social support variable and purchase intention. The results prove that there is a significant influence between social support variables on purchase intention through consumer confidence. The results of this test are in line with the results of testing the third hypothesis, namely between the social support variable and purchase intention which has a significant positive effect and is also in line with testing the first hypothesis, namely between the social support variable and trust, which also has a significant effect. The results of this test support research by (Liu *et al.*, 2019) which states that social support has a positive influence on purchase intention through trust as a mediating variable. With that, it can be concluded that trust can mediate the influence of social support on purchase intention among *Tiktok Shop* consumers in Bandar Lampung City.

CONCLUSIONS

The purpose of this study was to analyze and discuss social support on purchase intention with consumer trust as a mediating variable for TikTok Shop consumers in Bandar Lampung City. This study found that all constructs showed a positive and significant relationship with each other. First, social support has a significant influence on consumer trust. Second, consumer trust has a significant influence on purchase intention. Third, social support has a significant influence on purchase intention. Fourth, consumer trust has a positive influence to mediate between social support and purchase intention. The suggestion in this study is that TikTok Shop should always be able to provide the best service for consumers and always

The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating
Variable Study On Consumers Tiktok Shop Bandar Lampung City–Annisa Tri Widya et.al
1195 | P a g e

make the latest innovations for the convenience and satisfaction of consumers when shopping, then TikTok Shop should increase the level of security when consumers make transactions.

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The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1196 | P a g e

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The Effect Of Social Support On Purchase Intention With Consumer Trust As A Mediating Variable Study On Consumers Tiktok Shop Bandar Lampung City—Annisa Tri Widya et.al

1197 | P a g e