

The Effect of TikTok Influencer in Increasing Consumer Trust Toward Purchase Decisions at Shopee

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Abstract. Consumer purchasing decisions are influenced by various factors. Typically, consumers navigate several steps in online transactions before deciding to buy a product. Influencer marketing plays a key role in this process. This study examines how TikTok influencers can boost consumer trust and affect purchasing decisions on Shopee, focusing on Batam City's population. Using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS) for analysis, the research sampled one hundred respondents through purposive sampling. The analysis methods include Outer Loading, Inner Loading, Path Analysis, and Hypothesis Testing. Results indicate that TikTok influencers positively impact consumer trust, which significantly mediates purchase decisions. Additionally, influencer marketing directly enhances purchase decisions.

Keywords: TikTok Influencer, Consumer Trust, Purchase Decision, SmartPLS.

1 Introduction

The internet has revolutionized shopping, making online options popular due to their convenience [1]. This shift to vast online marketplaces accessible via smartphones reflects a more rationalized approach [2]. Marketplaces are systems facilitating communication between buyers and sellers to exchange information and complete transactions electronically [3]. In Indonesia, popular marketplaces include Shopee, Tokopedia, Bukalapak, Lazada, and Blibli [4]. Shopee was the most visited in 2023, with 2.3 billion visits [5].

Internet technology also transformed marketing, with social media emerging as a key tool. Social media facilitates connections and is crucial for sharing news and information [6]. Its adoption has made it effective for promoting products due to its influence on consumer behavior [7]. Consequently, interest in traditional media marketing has declined [8]. Social media now serves both for communication and as a marketing channel for daily necessities [9].

Consumers use social media to increase brand awareness and share experiences, enhancing credibility and trust [7]. Businesses leverage this by seeking individuals who can boost consumer interest [10]. Influencer marketing plays a crucial role in

online purchases, with influencers promoting products on platforms like Instagram and TikTok to persuade potential buyers [2].

This research focuses on TikTok, launched globally by ByteDance in 2017 after merging with Musical.ly in 2018 [11]. TikTok allows users to create and share short videos, with a personalized feed of content [12]. As of April 2023, Indonesia ranked 2nd in TikTok users, with 112.98 million users. Among these, 85% are adults aged 18-44. This study will examine whether TikTok influencers can boost consumer trust and purchase decisions on Shopee.

2 Review of Theory, Literature and Hypothesis Development

2.1 Theory Review

Social Learning Theory (SLT)

Bandura's social learning theory highlights imitation as the replication of observed behaviors, emphasizing that learning occurs through social interactions. Individuals gain knowledge and skills by interacting with others in a social context [13].

Influencer Marketing

Influencer marketing is a digital strategy utilizing individuals with substantial social media followings—known as influencers—to strategically integrate them into brand communications. This approach aims to effectively engage target audiences and influence consumer purchasing behaviors [14].

Purchase Decision

According to [2], a purchase decision involves a consumer consciously choosing to acquire a service or product they intended to obtain, ultimately resulting in the act of making a purchase.

Source Credibility

The source credibility model suggests that the attributes of a communication source affect how persuasive the message is, thereby shaping the attitudes and beliefs of the receiver [15]. This model is especially pertinent in efforts aimed at influencing audience behavior.

2.2 Literature Review

In a series of studies examining the impact of online marketing on consumer purchase decisions, various findings have emerged. It is found that online consumer reviews significantly influence purchasing decisions on Shopee, whereas influencers have less impact [16]. Conversely, it is demonstrated that influencer marketing significantly affects purchase decisions among social media users, particularly on Shopee [2]. Similarly, [17] highlighted TikTok's significant impact on Shopee purchases, with TikTok marketing showing a 40.5% positive influence. In another study, it is found that TikTok's social media marketing substantially boosts online purchase interest, emphasizing engaging content and platform trust [18].

Further research revealed that while influencer marketing positively affects brand image and awareness, it does not significantly influence brand trust [19].

Additionally, the study by [1] showed that both influencer marketing and online customer reviews positively impact purchase decisions, although advertising attractiveness did not. Other study further confirmed that content marketing and influencer collaborations significantly affect consumer purchasing behavior and trust, highlighting the importance of strategic social media use in marketing [20].

2.3 Hypothesis Development

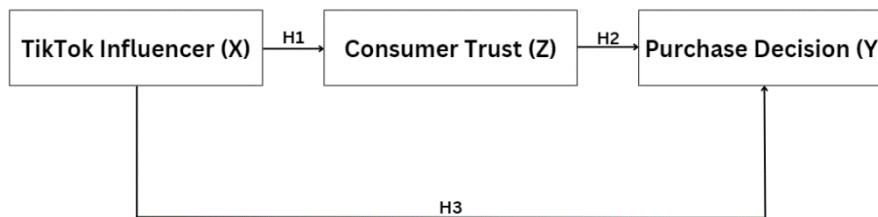


Figure 1. Conceptual Framework

According to [21], within the research process, a hypothesis serves as an initial proposition that addresses the research question. Formulated based on relevant theoretical frameworks, it offers a tentative explanation for the phenomenon under investigation.

The hypothesis of this research:

H1: Building on prior research demonstrating a positive influence of influencers on customer trust e.g. [19], this study proposes the following hypothesis. There is a positive influence between TikTok Influencers on Consumer Trust

H2: [23] found that higher brand trust increases purchase intention, as it positively affects purchase decisions, reduces risk uncertainty, and encourages buying. The researcher proposes the following hypothesis. There is a positive influence between increasing Consumer Trust on Purchasing Decisions

H3: Social Learning Theory (SLT) explains how people use environmental information to shape their actions, thoughts, and emotions [13]. [21] found that Instagram influencers positively affect trust and purchase decisions. The researcher proposes the following hypothesis. There is a positive influence between TikTok Influencers on Purchasing Decisions.

3 Research Method

This research employs quantitative methods, collecting data through research instruments and analyzing it with statistical techniques to test the formulated hypothesis. The population for this study consists of people from Batam City. Using the Slovin formula, it was determined that a sample size of 100 respondents is needed. Purposive sampling is employed to select respondents based on criteria such as age

and application usage. Data is collected via a questionnaire distributed through Google Forms, with respondents answering several questions measured using a Likert scale.

3.1 Operational Variables

In this study, the researchers used 3 variables consisting of TikTok influencer, consumer trust, and purchase decision.

Table 1. Operational Variable

No	Variable	Definition	Indicator	Scale
1.	TikTok Influencer (X)	TikTok is a popular app for sharing short-form videos [24]. An influencer is someone who has a large following and impacts their audience's choices [25]. Combined, a TikTok influencer is someone that is using short videos on TikTok to influence their audience.	- Engagement - Reach - Impression	Likert
2.	Consumer Trust (Z)	According to [26], consumers seek to meet their needs and wants through acquiring and using products or services. Trust is the confidence in someone's ability to perform a task [27]. Consumer trust is a customer's belief in a company's reliability to meet their needs.	- Integrity - Benevolence - Competence	Likert
3.	Purchase Decision (Y)	According to [28], making a purchase involves a series of steps where individuals recognize their needs and wants, collect relevant information, assess and select from available choices, and reflect on their behavior after the purchase.	- Stability of a product - Product purchasing habits - Provide recommendation to others	Likert

3.2 Evaluation of Outer Model

Convergent Validity

Convergent validity assesses the extent to which each indicator accurately represents the larger construct it is intended to measure. An indicator with high validity will closely align with the construct, typically demonstrated by an outer loading exceeding 0.70. Besides factor loadings, convergent validity can also be evaluated using the Average Variance Extracted (AVE), where an AVE value over 0.50 is generally seen as a sign of sufficient convergent validity [19].

Discriminant Validity

Discriminant validity is established by demonstrating low correlations between measures of theoretically distinct constructs. In simpler terms, constructs that are not conceptually related should exhibit statistically weak relationships, evident by discriminant validity coefficients being substantially lower in magnitude compared to convergent validity coefficients [29].

Composite Reliability

Reliability testing is just as important as validity testing in this study. In PLS, we measure reliability using two criteria: composite reliability and Cronbach's alpha. These are calculated from the indicator block that measures the construct. We can say that a construct is reliable if its composite reliability value is above 0.70 and its Cronbach's alpha value is at least 0.50 [30].

3.3 Evaluation of Inner Model

R-Square

This study employed the coefficient of determination (R-square) to assess the explanatory power of the model. R-square indicates the proportion of variance in the endogenous variables explained by the exogenous variables collectively. Following [19], the R-squared value can be interpreted as: strong if greater than 0.67, moderate if between 0.33 and 0.67, and weak if below 0.33.

Goodness-of-Fit Index

Goodness-of-Fit serve to evaluate how well a hypothesized structural equation model, encompassing both the measurement model (outer model) and the structural model (inner model), fits the observed data. These indices assess the congruence between the model's predictions and the actual relationships between variables [19].

Variance Inflation Factor (VIF)

Multicollinearity arises when there is high correlation among independent variables (exogenous constructs) in a structural equation model. This redundancy can lead to unstable and imprecise parameter estimates, ultimately hindering the ability of the model to predict the dependent variable. A VIF value below 5 generally suggests an absence of problematic collinearity [19].

F-Square

F-square serves as an effect size measure, quantifying the proportion of variance in an endogenous variable explained by a specific exogenous variable. In simpler terms, it reflects the relative impact of the exogenous variable on the endogenous variable [19].

Q-Square

Predictive relevance reflects a model's ability to predict endogenous variables accurately, assessed using the Q-Square statistic. The Q-Square value, derived from a blindfolding procedure, indicates the proportion of variance in the endogenous construct explained by the model beyond chance. A statistically significant Q-Square greater than zero suggests predictive relevance [19].

3.4 Path Analysis

Path analysis extends multiple linear regression by explicitly modeling causal relationships. It decomposes the total effect of an independent variable (X) on a dependent variable (Y) into direct and indirect effects mediated by moderating variables, providing a more comprehensive understanding of the underlying relationships [19].

3.5 Hypothesis Testing

A hypothesis can be not rejected or rejected based on statistical analysis. This study uses a T-statistic test with a significance level of 10% and 0.05 as confidence level to reject a hypothesis. The p-value indicates the likelihood of the data being generalizable. The results show a statistically significant relationship at a 5% significance level (t-value > 1.65), supporting the hypothesis with 95% confidence [19].

- A t-count exceeding the critical t-table value at 0.05 significance level leads to rejecting the null hypothesis (H0) and not rejecting the alternative hypothesis (H1), indicating a significant influence between variables.

- If the t-count is less than the critical t-table value, we fail to reject the null hypothesis (H0), suggesting insufficient evidence of a significant influence between variables.

4 Results and Discussion

4.1 Outer Model Result

Convergent Validity Test

Table 2. Convergent Validity Result

Variables	Indicators	Instrument Items	Value	Explanation
TikTok Influencer (X)	Engagement	X.1	0.721	VALID
		X.2	0.804	VALID
	Reach	X.3	0.722	VALID
		X.4	0.789	VALID

		X.5	0.801	VALID
	Impression	X.6	0.818	VALID
		X.7	0.730	VALID
Consumer Trust (Z)	Integrity	Z.1	0.739	VALID
		Z.2	0.850	VALID
	Benevolence	Z.3	0.734	VALID
		Z.4	0.767	VALID
	Competence	Z.5	0.825	VALID
		Z.6	0.842	VALID
		Z.7	0.786	VALID
Purchase Decision (Y)	Stability of a Product	Y.1	0.780	VALID
		Y.2	0.789	VALID
	Habits in Buying Product	Y.3	0.816	VALID
		Y.4	0.884	VALID
	Provide Recommendations	Y.5	0.858	VALID
		Y.6	0.853	VALID

From the table above, there are no loading factor values less than 0.7. Therefore, the indicators in the study can be considered to meet convergent validity and are valid for forming the construct dimensions. The next step in evaluating convergent validity, beyond examining the loading factor, is to check the Average Variance Extracted (AVE) value. An AVE value greater than 0.50 indicates validity.

Table 3. AVE Result

	AVE	Explanation
TikTok Influencer (X)	0.594	VALID
Consumer Trust (Z)	0.629	VALID
Purchase Decision (Y)	0.691	VALID

The result shows that the AVE value is > 0.50, indicating validity. This reflects that TikTok influencers, supported by consumer trust, significantly influence purchase decisions. These consistent values confirm the effectiveness of influencer marketing on TikTok.

Discriminant Validity Test

Table 4. Discriminant Validity Result

Variable	Consumer Trust (Z)	Purchase Decision (Y)	TikTok Influencer (X)
Consumer Trust (Z)	0.793		
Purchase Decision (Y)	0.705	0.831	
TikTok Influencer (X)	0.628	0.697	0.770

It is clear that the variable's correlation value with other variables is higher, showing that the test has been successfully and is valid.

Composite Reliability Test

Table 5. Composite Reliability Result

	Cronbach's alpha	rho_a
Consumer Trust (Z)	0.901	0.904
Purchase Decision (Y)	0.910	0.912
TikTok Influencer (X)	0.885	0.888

The table above clearly shows that all constructs have composite reliability values above 0.70, signifying consistent responses from the participants and confirming a high level of reliability for all constructs. Furthermore, the Cronbach's alpha values exceed 0.50, further verifying that each variables exhibit good reliability.

4.2 Inner Model Result

R-Square Test

Table 6. R-Square Test Result

	R-square	R-square adjusted
Consumer Trust (Z)	0.394	0.388
Purchase Decision (Y)	0.604	0.596

The analysis results suggest that while consumer trust is moderate, it significantly influences purchase decisions, highlighting the importance of trust in driving consumer purchases.

Goodness-of-Fit Index Test

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.638 \times 0.499}$$

$$GoF = \sqrt{0.318}$$

$$GoF = 0.563$$

This value indicates a moderate fit for the model in SmartPLS, suggesting that the model adequately explains the data but there is room for improvement.

Variance Inflation Factor (VIF) Test

Table 7. VIF, F-Square and Path Analysis Result

	VIF	F²	Path Coefficients
TIKTOK INFLUENCER -> CONSUMER TRUST	1.000	0.650	0.628
CONSUMER TRUST -> PURCHASE DECISION	1.650	0.298	0.442
TIKTOK INFLUENCER -> PURCHASE DECISION	1.650	0.270	0.420

The VIF results indicate that there are no issues of multicollinearity among the variables. The correlations between TikTok influencer and both consumer trust and purchase decision are moderate, suggesting they each independently contribute to explaining purchase decisions without excessively inflating variance.

F-Square Test

Based on the result from Table 7, the F-Square results show the percentage of variance in each dependent variable (consumer trust and purchase decisions) that can be explained by the independent variable (TikTok influencer). The higher the percentage, the more influential the independent variable is in explaining the variance in the dependent variable. This is showed by a strong influence by TikTok Influencer towards Consumer Trust and a medium influence from the other variables.

Q-Square Test

Table 8. Q-Square Result

	Q ²
CONSUMER TRUST	0.369
PURCHASE DECISION	0.466

These Q-Square results indicate that the model is effective at predicting consumer trust and even more effective at predicting purchase decisions.

4.3 Path Analysis Result

As indicated by the date in Table 7, the path analysis conducted using SmartPLS revealed the following significant relationships between the variables under study:

1. TikTok Influencer to Consumer Trust: The path coefficient for the influence of TikTok influencers on consumer trust is 0.628. This strong positive coefficient indicates that TikTok influencers significantly enhance consumer trust by 62.8%.
2. Consumer Trust to Purchase Decision: The path coefficient for the impact of consumer trust on purchase decisions is 0.442. This moderate positive coefficient suggests that higher consumer trust leads to an increase in purchase decisions by 44.2%.
3. TikTok Influencer to Purchase Decision: The path coefficient for the direct effect of TikTok influencers on purchase decisions is 0.420. This positive coefficient indicates that TikTok influencers directly influence purchase decisions, although the effect is slightly weaker compared to their impact on consumer trust 42%.

4.4 Hypothesis Test Result

Table 9. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1: TIKTOK	0.628	0.636	0.061	10.348	0.00

INFLUENCER -> CONSUMER TRUST					
H2: CONSUMER TRUST -> PURCHASE DECISION	0.442	0.443	0.098	4.520	0.00
H3: TIKTOK INFLUENCER -> PURCHASE DECISION					
	0.420	0.420	0.101	4.154	0.00

The hypothesis testing performed using the T-statistic in SmartPLS yielded the following detailed results:

1. For the first hypothesis, The T-statistic for H1 is 10.348, well above the critical value at the 5% significance level, with a P-value of 0.00. This indicates a strong and statistically significant positive effect of TikTok influencers on consumer trust. Hence, H1 is not rejected.
2. For the second hypothesis, the T-statistic is 4.520, with a P-value of 0.00, signifying that consumer trust has a statistically significant positive impact on purchase decisions. Therefore, H2 is supported by the data.
3. For the last hypothesis, the t-statistic is 4.154, with a P-value of 0.00, indicating that TikTok influencers have a significant direct effect on purchase decisions. Consequently, H3 is validated.

4.5 Discussion

The Effect of TikTok Influencer on Consumer Trust

This study reveals that TikTok Influencer boosts Consumer Trust. The T-statistic value of 10.348 exceeds 1.96 from the T-table value, with a significance level of 0.00, which is below 0.05. The hypothesis that "There is a positive influence of TikTok influencers on consumer trust in Shopee" is accepted. This aligns with [23], who state that influencer marketing builds consumer trust and confidence in influencers' recommendations.

The Effect of Consumer Trust on Purchase Decision

The hypothesis analysis concludes that consumer trust positively impacts purchase decisions. The T-statistic value of 4.520 exceeds 1.96 from the T-table value, with a significance level of 0.00, which is below 0.05. The hypothesis that "There is a positive influence of increasing consumer trust on purchase decisions at Shopee" is accepted. This aligns with [19], who found that trust influences purchase decisions, as people perceive influencers as credible and take their recommendations seriously.

The Effect of TikTok Influencer on Purchase Decision

The final hypothesis examines the impact of TikTok influencers on purchase decisions. The value of T-statistic is 4.154, greater than the T-table value of 1.96, and a significance level of 0.00, indicate that TikTok influencers positively influence purchase decisions. The hypothesis that "There is a positive influence of TikTok influencers on purchasing decisions at Shopee" is accepted. This finding aligns with

[2], who stated that influencer marketing influences consumer purchasing decisions, and [18], who highlighted TikTok's value for businesses in reaching potential customers.

5 Conclusion and Suggestions

This study confirms that TikTok influencers significantly impact consumer trust and purchase decisions on Shopee. The analysis shows that influencer marketing effectively builds consumer trust, as indicated by a T-statistic value exceeding the minimum of 1.65, which is well above the threshold. This enhanced trust strongly influences purchase decisions, supported by a valid result. Additionally, TikTok influencers directly affect purchase decisions, with a T-statistic value of 4.154. These findings align with previous research, underscoring the effectiveness of influencer marketing in fostering trust and driving sales.

It is hoped that for further research, namely to researchers in need, who will use the findings of this study as a source of information and reference to study various influencer types and platforms, including Instagram and YouTube, to understand their unique impacts on consumer behavior. Examining the long-term effects of influencer marketing on trust and purchasing decisions through longitudinal studies can reveal effective strategies for sustainable campaigns. Additionally, using qualitative methods like interviews and focus groups to explore cultural differences and industry dynamics will provide deeper insights and more meaningful recommendations for businesses and marketers.

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