

# The Role of Social Commerce Trust and Satisfaction on TikTok Consumer Purchasing Behavior

Social Commerce  
Trust and  
Satisfaction

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2817

Submitted:  
FEBRUARI 2013

Accepted:  
MARET 2013

## ABSTRACT

The rapid rise of social commerce, especially on platforms like TikTok, has transformed how consumers engage in online shopping. This study investigates the influence of social commerce trust and satisfaction on purchasing behavior among Indonesian TikTok users, using trust transfer theory and socio-technical theory. A quantitative approach was employed, involving 271 valid respondents who had shopped on TikTok Shop within the past three months. Data were collected through an online questionnaire and analyzed using SmartPLS 3 with a disjoint two-stage approach. The results show that social support, customer review quality, and surface credibility significantly influence social commerce trust, while social media activities do not. Additionally, trust positively affects satisfaction, which in turn enhances purchasing behavior. Surface credibility also directly impacts satisfaction. These findings underscore the importance of credible user-generated content and peer interactions in building consumer trust and satisfaction in social commerce. Practically, businesses can leverage customer reviews, social support, and interface credibility to increase user engagement and conversion rates. The study contributes theoretically by integrating multi-dimensional trust constructs and practical strategies for improving TikTok-based commerce. Future research should explore other age groups, platforms, and broader trust dimensions for a more comprehensive understanding of social commerce behavior.

**Keywords:** Purchase Behavior, Satisfaction, Social Commerce, Social Commerce Trust, TikTok.

## ABSTRAK

Pertumbuhan pesat social commerce, khususnya di platform seperti TikTok, telah mengubah cara konsumen berbelanja secara online. Penelitian ini menyelidiki pengaruh kepercayaan dan kepuasan dalam social commerce terhadap perilaku pembelian di kalangan pengguna TikTok di Indonesia, dengan menggunakan teori transfer kepercayaan dan teori sosial-teknikal. Pendekatan kuantitatif digunakan dalam studi ini, melibatkan 271 responden valid yang telah berbelanja di TikTok Shop dalam tiga bulan terakhir. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan SmartPLS 3 dengan pendekatan dua tahap terpisah (disjoint two-stage approach). Hasil penelitian menunjukkan bahwa dukungan sosial, kualitas ulasan pelanggan, dan kredibilitas permukaan secara signifikan memengaruhi kepercayaan dalam social commerce, sementara aktivitas media sosial tidak berpengaruh. Selain itu, kepercayaan berdampak positif terhadap kepuasan, yang kemudian meningkatkan perilaku pembelian. Kredibilitas permukaan juga berdampak langsung terhadap kepuasan. Temuan ini menekankan pentingnya konten buatan pengguna yang kredibel dan interaksi antar pengguna dalam membangun kepercayaan dan kepuasan konsumen dalam social commerce. Secara praktis, bisnis dapat memanfaatkan ulasan pelanggan, dukungan sosial, dan kredibilitas antarmuka untuk meningkatkan keterlibatan pengguna dan tingkat konversi. Secara teoretis, studi ini berkontribusi melalui integrasi konstruk kepercayaan multidimensi serta strategi praktis untuk mengembangkan perdagangan berbasis

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 13 No. 4, 2025  
pp. 2817-2826  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v13i4.3455

*TikTok. Penelitian selanjutnya disarankan untuk mengeksplorasi kelompok usia lain, platform yang berbeda, dan dimensi kepercayaan yang lebih luas guna memperoleh pemahaman yang lebih komprehensif mengenai perilaku dalam social commerce.*

**Kata kunci:** Perilaku Pembelian, Kepuasan, Perdagangan Sosial, Kepercayaan dalam Perdagangan Sosial, TikTok.

## INTRODUCTION

The evolution of e-commerce into social commerce has been driven by emerging social technologies, which have significantly enhanced online commercial activities (Shirazi et al., 2021). Social media enables users to participate in business processes by co-creating value, transforming traditional e-commerce into interactive and community-driven experiences. Social commerce is described as a hybrid model that merges e-commerce with social media to facilitate online transactions (Chen & Lin, 2015; Rachmad, 2022). Consumers now rely heavily on activities like product reviews, content sharing, suggestions, and discussions as key sources of product-related information (Deng & Xu, 2017; Lin et al., 2019). Businesses respond by implementing strategies that encourage consumer engagement and product dialogue (Sheikh et al., 2019; Yang, 2021), yet this shift also challenges companies that are hesitant to relinquish control over consumer relationships (Baird & Parasnis, 2011; Ramadan & Eleyan, 2021; Liu & Chen, 2023). The nature of social commerce demands businesses build trust and satisfaction as central components in forming lasting customer relationships (Shirazi et al., 2021).

TikTok has emerged as one of the leading social commerce platforms globally. With over 1.051 billion active users, it ranks sixth among global social media platforms, and Indonesia holds the second-largest user base after the United States, with 109.90 million users (Kemp, 2023). More than half of Indonesian users (55.98%) prefer TikTok over other platforms for shopping, as it integrates social media engagement with direct purchasing features via TikTok Shop. This integration allows users to shop seamlessly without leaving the platform. According to Russo and Simeone (2017), Shahbaznezhad et al. (2021), and Rachmad (2024), social media users tend to be more informed than mass media consumers, as they often explore more product options and engage with interactive features like comments, reviews, videos, and images. These user interactions constitute what Fuchs (2021) refers to as social media activities. Research by Attar et al. (2021) supports the notion that such activities positively influence consumer trust, which subsequently enhances satisfaction.

Trust and satisfaction in social commerce are shaped by various factors such as customer review quality and social support, which includes both informational and emotional dimensions (Lin et al., 2019; Tseng, 2023). Consumers often rely on peer-generated content that fulfills their informational needs, facilitating more confident purchase decisions (Makmor et al., 2018; Liu et al., 2020). This dynamic exchange of resources creates a supportive atmosphere that fosters trust among users (Yahia et al., 2018; Irshad et al., 2020; Asanprakit & Kraiwanit, 2023). Social support has become a vital component of social commerce, encouraging users to share product-related knowledge and guide each other's purchasing decisions (Lin et al., 2019). The credibility of content is another essential factor, if users find reviews and information accurate and relevant, they perceive the content as high-quality (Huang & Benyoucef, 2013; Jiang et al., 2021; Daowd et al., 2021). Moreover, surface credibility, such as a platform's visual appeal, usability, and brand familiarity, strongly influences initial trust formation (Reichelt et al., 2014). Elements like platform design and experience directly impact consumer confidence in e-commerce, making it critical to assess the link between credibility, trust, and satisfaction in a social commerce context (Abrar et al., 2017).

Trust in social commerce is multifaceted and must be examined through multiple theoretical lenses. Lin et al. (2019) and Tarafdar et al. (2019) highlight the importance of

measuring trust from diverse angles due to the complexity of online transactions involving companies, consumers, and technologies. This study applies trust transfer theory, which suggests trust is built through multiple sources, and incorporates socio-technical theory that emphasizes the dual role of users and technology. Trust in social commerce is thus conceptualized through two dimensions, trust in people and trust in technology. In the first dimension, consumers play a pivotal role in creating economic value by sharing their experiences, opinions, and recommendations (Stephen & Toubia, 2010; Liang et al., 2011). Trust in other consumers' honesty becomes central to s-commerce trust (Lin et al., 2019). Technologically, social media platforms form the technical backbone of social commerce (Hajli et al., 2017), with trust extending to the e-commerce site and platform features (McKnight et al., 2002; Kim et al., 2008). Users develop trust through cues from both the platform and its members (Turel & Gefen, 2013). As Farivar et al. (2017) note, trust in both the platform and its users is significantly associated with purchase intention. Despite the growing relevance of social commerce, in-depth studies exploring the multidimensional role of trust and satisfaction in shaping consumer behavior, particularly in Indonesia, remain limited. This research seeks to address that gap by examining how these factors affect purchasing behavior among TikTok users through the lens of trust transfer and socio-technical theory.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Social Media Activities and Social Support in Building Social Commerce Trust**

The rapid evolution of social commerce has been largely driven by the advancement of social media technologies (Shirazi et al., 2021). Social commerce integrates social networking functions with commercial activities, where users not only exchange information but also engage in behavior that results in commercial benefits, such as marketing, customer engagement, and relationship building (Liang et al., 2011). Social media activities such as contributing comments, reviews, and ratings are crucial forms of participation that support commerce within social networks (Fuchs, 2021). These user-generated actions foster interactions that may build trust in the platform, thereby potentially influencing purchase decisions (Attar et al., 2021). Shirazi et al. (2021) argue that these activities improve consumer trust.

In addition to media-based engagement, social support among users is a significant driver of trust in social commerce platforms. Social support refers to individuals' perceptions of receiving emotional and informational assistance from others in the community (Bai et al., 2015; Hajli & Sims, 2015). Online support does not involve tangible aid but is manifested through advice, suggestions, empathy, and concern (Coulson, 2005; Sheikh et al., 2019; Firdaus et al., 2024). Informational support offers guidance and problem-solving insights that help users in decision-making, while emotional support nurtures understanding and psychological reassurance (Liang et al., 2011; Li, 2017). In social commerce, such support strengthens user confidence in peers and the platform itself, thus enhancing trust (Chen & Lin, 2015; Lin et al., 2019). From the people dimension, users share their experiences and knowledge, which contributes to trust in fellow consumers (Stephen & Toubia, 2010). From the technology perspective, trust in platforms and their features plays a complementary role (Kim et al., 2008; Hajli et al., 2018; Hajli, 2021).

H1: Social media activities have a positive influence on social commerce trust.

H2: Social support has a positive influence on social commerce trust.

### **Consumer Review Quality and Surface Credibility as Drivers of Trust and Satisfaction**

Customer reviews are another essential component in the establishment of trust within social commerce environments. These reviews, generated by individuals who have used a product or service, offer credible insights into product performance and reliability (Park et al., 2007; Yan et al., 2016). Because they are based on actual experiences, these reviews are seen as more trustworthy than vendor-provided information (Dwidienawati et al.,

2020). High-quality customer reviews, those that are detailed, specific, and informative, can significantly influence users' perception of a product, increasing their trust and encouraging purchase intent (Cheung et al., 2009; Lee et al., 2011).

Another factor that significantly contributes to consumer trust is surface credibility. Defined as the user's initial impression of a platform based on design and usability, surface credibility can determine whether a user continues to engage with a site or not (Reichelt et al., 2014). A visually appealing and professionally presented interface is more likely to establish trust in new users and drive further exploration of the platform (Bahry et al., 2014). As Bianchi et al. (2017) noted, the credibility of online content correlates positively with user trust. In the context of social commerce, Attar et al. (2021) also found that surface credibility not only boosts trust but also increases satisfaction. Platforms that appear trustworthy and reliable from the first interaction are more likely to satisfy users' expectations (Chou et al., 2015).

H3: Customer review quality has a positive influence on social commerce trust.

H4: Surface credibility has a positive influence on social commerce trust.

H5: Surface credibility has a positive influence on satisfaction.

### Social Commerce Trust, Satisfaction, and Purchasing Behavior

Trust in social commerce is foundational to building user satisfaction and influencing purchasing decisions. Satisfaction emerges when users feel that their expectations regarding product quality and transaction experience have been met or exceeded (Smith et al., 2017). Trust reduces uncertainties related to digital transactions and reassures consumers about platform reliability and peer interactions (Dwidienawati et al., 2020). Thus, trust is considered a key predictor of satisfaction in social commerce environments (Attar et al., 2021). Beyond satisfaction, trust in a social commerce platform also enhances consumer behavior by encouraging repeat purchases and deeper engagement. When consumers trust the platform and the community, they are more likely to perceive the site as dependable and user-friendly, which in turn increases their willingness to shop (Lin et al., 2019). Trust creates a perception of low risk and high value, which is essential in driving purchasing intentions in online settings. Finally, satisfaction itself has a critical role in shaping future purchase behavior. When customers have positive experiences with a platform, especially when expectations are met through seamless transactions, credible content, and community support, they are more inclined to continue using the platform and recommend it to others (Chen & Lin, 2015; McCole et al., 2019; Lin et al., 2019). Satisfied users develop loyalty and are more likely to repurchase, making satisfaction a powerful antecedent to behavioral intentions in e-commerce.

H6: Social commerce trust has a positive influence on satisfaction.

H7: Social commerce trust has a positive influence on purchasing behavior.

H8: Satisfaction has a positive influence on purchasing behavior.

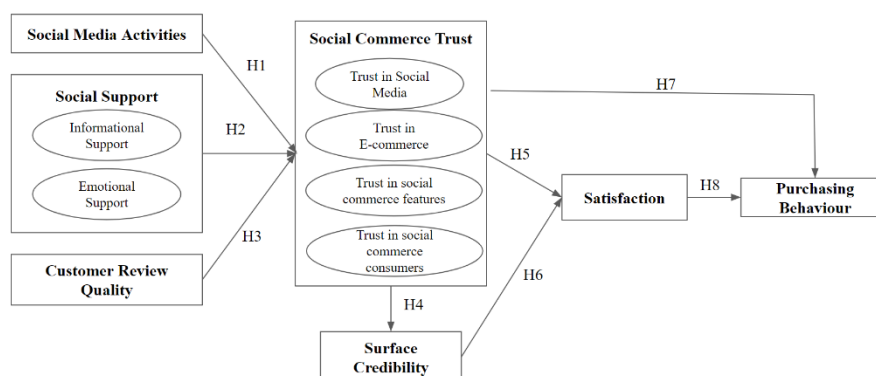


Figure 1. Research Framework

This research design refers to research by Lin et al., (2019). The research aims to develop a model framework for consumer decision-making based on trust in s-commerce and contribute to a new conceptualization of “social commerce trust” using social-technical theory. Based on this theory, social commerce trust is divided into four dimensions: trust in social media, trust in e-commerce, trust in social media features, and trust in consumers. The second reference source in this research is research by (Attar et al., 2021). This research was analyzed with the aim of finding out the factors that can influence purchasing intentions in s-commerce based on trust or confidence through social media activities and surface credibility and e-commerce satisfaction. The final research framework proposed in this study is shown in Figure 1 with a total of seven variables: social media activities, social support which is divided into informational support and emotional support, customer review quality, surface credibility, social commerce trust which consists of trust in social media, trust in e-commerce, trust in social commerce features, and trust in social commerce consumers, satisfaction, and purchasing behavior.

## **RESEARCH METHOD**

This study employed a quantitative approach with descriptive and conclusive objectives. The descriptive nature stems from the use of established theories and hypotheses from previous research, while the conclusive purpose focuses on measuring and evaluating relationships among variables. A cross-sectional survey design was applied, where data was collected once using an online questionnaire distributed via Google Forms.

The questionnaire consisted of four parts: an introduction with ethical consent, screening questions to ensure respondents were recent TikTok Shop users, 42 core statements measuring research variables, and demographic questions. Most responses were based on participants’ actual experiences with TikTok. The 42 items were adapted from prior studies, covering variables such as Social Media Activities, Social Support (Informational and Emotional), Surface Credibility, Customer Review Quality, Social Commerce Trust (with four dimensions: trust in social media, e-commerce, features, and consumers), Satisfaction, and Purchasing Behavior. A wording test involving 10 participants was conducted to refine questionnaire clarity. After revisions, the final questionnaire was distributed to 46 respondents for the pre-test, followed by data collection from 289 main-test respondents. After excluding 18 responses that did not meet screening criteria, 271 valid responses remained.

These were used for validity, reliability, and hypothesis testing using SmartPLS 3. The research included both lower-order and higher-order constructs. Two constructs, Social Support and Social Commerce Trust, were treated as higher-order, composed of multiple dimensions. To analyze this structure, the disjoint two-stage approach was applied. In the first stage, lower-order constructs were assessed for validity and reliability using standard criteria. In the second stage, latent variable scores from the first stage were used to estimate the higher-order model. This method is recommended for its simplicity and effectiveness in managing complex construct relationships (Hair Jr et al., 2021).

## **RESULTS**

To ensure the quality and accuracy of the constructs used in this study, a measurement model analysis was conducted using the disjoint two-stage approach. This method involves two phases: the first stage focuses on evaluating lower-order constructs, while the second addresses higher-order constructs. In the first stage, three key criteria were assessed, convergent validity, internal consistency (reliability), and discriminant validity, to determine whether the measurement items adequately represent their intended constructs. Convergent validity was measured through the Average Variance Extracted (AVE), with a threshold value of  $\geq 0.50$  indicating satisfactory convergence. Internal consistency was assessed using Cronbach’s Alpha and Composite Reliability (CR), where values above 0.70 are generally considered acceptable. Table 1 presents the results of the

validity and reliability analysis for the lower-order constructs, demonstrating that all constructs meet the minimum criteria for AVE, Cronbach's Alpha, and Composite Reliability, thereby confirming the reliability and validity of the measurement model in the first stage of analysis.

**Table 1.** Validity and Reliability Analysis for Lower Order Construct

Higher Order Construct	Lower Order Construct	AVE	Cronbach's Alpha	Composite Reliability
Social Media Activities	-	0.510	0.676	0.805
Social Support	Emotional Support	0.756	0.816	0.891
	Informational Support	0.731	0.892	0.925
Customer Review Quality	-	0.694	0.912	0.931
Surface Credibility	-	0.809	0.882	0.927
Social Commerce Trust	Trust in Media Social	0.790	0.867	0.919
	Trust in E-commerce	0.829	0.897	0.936
	Trust in Social Commerce Features	0.803	0.877	0.924
	Trust in Social Commerce Consumers	0.781	0.906	0.934
Satisfaction	-	0.748	0.888	0.922
Purchasing Behavior	-	0.692	0.889	0.918

In the first stage of the disjoint two-stage approach, the evaluation focused on the lower-order constructs. As shown in Table 1, all variables in this study have Cronbach's Alpha values above the minimum threshold of 0.6, indicating acceptable internal consistency. Additionally, the Composite Reliability (CR) values for each construct exceed 0.7, further confirming the reliability of the measurement. The Average Variance Extracted (AVE) for all constructs is also above 0.50, meeting the criteria for convergent validity. These results demonstrate that each construct is both statistically valid and reliable. Thus, it can be concluded that the lower-order constructs used in this study meet the necessary standards for measurement quality and can be confidently used in further analysis involving higher-order constructs. This validation step ensures that the foundational elements of the model are sound and suitable for evaluating the overall structural model in the next stage of analysis.

**Table 2.** Analysis for Higher Order Construct

Higher Order Construct	Lower Order Construct	Outer Weights	T-Statistics	P-Value	Outer Loadings	VIF
Social Support	Emotional Support	0.599	26.975	0.000	0.954	2.405
	Informational Support	0.465	29.974	0.000	0.922	2.405
Social Commerce Trust	Trust in social media	0.270	4.940	0.000	0.883	2.814
	Trust in E-commerce	0.203	2.471	0.007	0.890	3.479
	Trust in Social Commerce Features	0.289	3.900	0.000	0.923	3.907
	Trust in Social Commerce Consumers	0.348	7.371	0.000	0.901	2.666

In the second stage of the disjoint two-stage approach, the analysis focuses on the higher-order constructs by utilizing the latent variable scores derived from the validated lower-order constructs in the first stage. These scores are used to build and estimate the structural model for the second stage. This stage aims to confirm the reliability and validity of the higher-order constructs within the model. As shown in Table 2, the results indicate that all higher-order constructs in this study satisfy the necessary criteria for model estimation. Specifically, all Variance Inflation Factor (VIF) values are below the threshold of 5, which confirms the absence of multicollinearity among the constructs. Furthermore, the outer loadings for each construct are greater than 0.50, signifying adequate indicator reliability. In addition, the t-values exceed 1.645 and the p-values are below 0.05, indicating statistical significance of the outer loadings. These results confirm

that each construct meaningfully contributes to its respective higher-order factor and can be considered valid and reliable within the structural model framework.

**Table 3.** Hypothesis Testing

Hypothesis	Original Sample	T-Value	P-Value	Decision
Social Media Activities have a positive influence towards Social Commerce Trust	0.045	0.825	0.205	H1 Not Supported
Social Support has a positive influence towards Social Commerce Trust	0.120	2.030	0.021	H2 Supported
Customer Review Quality has a positive influence towards Social Commerce Trust	0.443	6.167	0.000	H3 Supported
Surface Credibility has a positive influence towards Social Commerce Trust	0.352	5.404	0.000	H4 Supported
Surface Credibility has a positive influence towards Satisfaction	0.106	1.663	0.048	H5 Supported
Social Commerce Trust has a positive influence towards Satisfaction	0.736	12.241	0.000	H6 Supported
Social Commerce Trust has a positive influence towards Purchasing Behavior	0.550	8.198	0.000	H7 Supported
Satisfaction has a positive influence towards Purchasing Behavior	0.304	4.595	0.000	H8 Supported

Table 3 presents the results of hypothesis testing in this study. Out of eight hypotheses tested, seven are statistically supported, while one (H1) is not. The significance of each hypothesis was determined using the t-value and p-value thresholds. In this study, a hypothesis is considered significant if the t-value is greater than 1.645 and the p-value is below 0.05, following a one-tailed test at a 5% significance level. Hypothesis 1 (H1), which posits that social media activities positively influence social commerce trust, is not supported. The t-value for this relationship is 0.825 and the p-value is 0.205, indicating an insignificant effect. This suggests that mere engagement in social media activities on TikTok does not necessarily translate into increased consumer trust within the social commerce environment. In contrast, Hypothesis 2 (H2) is supported with a t-value of 2.030 and a p-value of 0.021, showing that social support among users significantly contributes to building trust in TikTok's social commerce.

Similarly, Hypothesis 3 (H3) and Hypothesis 4 (H4), which examine the effects of customer review quality and surface credibility on trust, are strongly supported, with high t-values (6.167 and 5.404 respectively) and p-values below 0.001. The analysis also reveals that surface credibility has a significant impact on user satisfaction (H5), with a t-value of 1.663 and p-value of 0.048. More notably, social commerce trust significantly influences both satisfaction (H6) and purchasing behavior (H7), with t-values of 12.241 and 8.198 respectively, indicating a robust influence. Lastly, satisfaction itself is shown to positively influence purchasing behavior (H8), supported by a t-value of 4.595 and p-value of 0.000. In summary, the findings confirm that trust and satisfaction play central roles in driving purchasing behavior in TikTok's social commerce. While social media activities alone are not a sufficient predictor of trust, social support, credible content, and positive user experiences strongly influence consumer outcomes.

## **DISCUSSION**

This study investigates how social commerce trust influences satisfaction and purchasing behavior among TikTok users in Indonesia. The results of hypothesis testing reveal several key insights. First, social media activities were found to have no significant effect on consumer trust in TikTok. This result aligns with the findings of Attar et al. (2021), who concluded that social media engagement is not a reliable predictor of trust in social commerce platforms. One contributing factor may be the low mean score of 5.07 for items like asking friends on TikTok for shopping advice. Instead of relying on peer suggestions, users are often influenced by TikTok's powerful algorithm and persuasive advertisements. According to TikTok Marketing Science reports, 44% of users discovered products through TikTok's for You Page, and 37% made purchases directly. Moreover,

28% acknowledged impulsive purchases due to TikTok content. These patterns suggest that users are driven more by spontaneous reactions to compelling content than by seeking recommendations, undermining the role of social media interactions in fostering trust.

In contrast, the second hypothesis, concerning social support, was accepted. This indicates that emotional and informational support shared among TikTok users contributes positively to building social commerce trust. This finding aligns with Lin et al. (2019), who noted that social support encourages user engagement and fosters a trusting environment. Similar conclusions were drawn by Hajli (2015), suggesting that peer interaction through comments, product discussions, and helpful advice can significantly enhance users' comfort and confidence when engaging in commerce. In such a context, social support becomes a meaningful driver of trust, particularly in platforms where users heavily interact through shared experiences and insights. These findings highlight the relational aspect of social commerce, where trust is nurtured by empathetic and informative user-generated content.

Third, the quality of customer reviews was also found to significantly influence trust in TikTok's social commerce environment. This supports prior research by Lin et al. (2019), which emphasized the value of user-generated content for evaluating products and making informed purchase decisions. Reviews with detailed, specific, and experience-based information allow potential buyers to gauge product quality and seller credibility. According to Sanjaya and Hernita (2020), many consumers refer to fellow users' reviews as a primary information source when shopping online. Therefore, high-quality reviews contribute directly to building trust and reducing perceived risks in online transactions. Furthermore, the study confirmed that surface credibility, users' first impressions based on visual design and interface quality, has a positive influence on both trust and satisfaction. Consistent with findings from Attar et al. (2021) and Chou et al. (2015), aesthetically pleasing and professionally designed interfaces improve users' trust in the platform. Early impressions based on platform design can therefore set the tone for trust and user engagement, ultimately leading to a higher level of satisfaction.

Lastly, the research supports that social commerce trust significantly impacts user satisfaction and purchasing behavior. Trust builds a sense of reliability and security that reduces transactional uncertainty and enhances customer experiences. These findings align with those of Attar et al. (2021) and Tseng et al. (2022), who concluded that trust is fundamental to online satisfaction. Furthermore, trust also positively influences purchasing behavior. When users perceive peer-generated information as trustworthy, they are more likely to convert their interest into actual purchases. Additionally, satisfaction itself was found to significantly influence purchasing behavior, reinforcing the notion that a satisfying past experience encourages repeat buying. This conclusion is consistent with Lin et al. (2019), who emphasized the role of customer satisfaction as a predictor of future purchase intention. When users feel content with the platform's performance, usability, and reliability, they are inclined to return and repeat their buying actions, sustaining long-term platform engagement.

## **CONCLUSION**

This study aimed to examine the factors influencing social commerce trust and satisfaction among Indonesian TikTok users and how these factors ultimately affect purchasing behavior. The findings reveal that while social media activities do not significantly impact trust, other antecedents, namely social support, customer review quality, and surface credibility, positively influence users' trust in TikTok's social commerce. Furthermore, trust in the platform leads to greater satisfaction, which in turn enhances purchasing behavior. Surface credibility also directly affects satisfaction. These results confirm that trust and satisfaction are key drivers of consumer purchases on TikTok. The research extends previous literature by integrating surface credibility and social media activities as novel antecedents of social commerce trust. It also introduces a multi-dimensional conceptualization of trust derived from trust transfer theory and socio-

technical systems theory, offering a more nuanced understanding of trust in social commerce.

This strengthens the theoretical framework for future studies in similar contexts. From a practical perspective, the findings emphasize the importance of user-generated content in shaping trust and satisfaction. Businesses and marketers should focus on improving customer review quality and encouraging peer support through community engagement or influencer collaboration. Trust in fellow consumers and engaging content plays a crucial role in shaping purchasing intent. Meanwhile, TikTok can enhance user trust and satisfaction by improving interface design and platform credibility to provide a more reliable first impression. However, the study has several limitations. The sample was restricted to young TikTok users in Indonesia, primarily aged 16–24, which limits demographic diversity. Future research should explore broader age groups, different platforms, and cross-cultural contexts. The study also only measured surface credibility; future research could expand this to other types of credibility for a more holistic view.

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