

Analysis of the Effects of Influencer Marketing, Consumer Trust, and Content Quality on Purchase Decisions on TikTok Shop Indonesia

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ABSTRAK

Perkembangan pesat perdagangan sosial telah mengubah cara konsumen menemukan, mengevaluasi, dan membeli produk melalui platform digital. Penelitian ini menganalisis pengaruh pemasaran influencer, kepercayaan konsumen, dan kualitas konten terhadap keputusan pembelian di TikTok Shop Indonesia. Desain penelitian kuantitatif digunakan dengan metode survei yang melibatkan 175 responden yang pernah membeli produk melalui TikTok Shop. Data dikumpulkan melalui kuesioner terstruktur dengan skala Likert lima poin dan dianalisis menggunakan IBM SPSS Statistics versi 25. Analisis tersebut mencakup pengujian validitas dan reliabilitas, pengujian asumsi klasik, regresi linier berganda, uji-t, uji-F, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa pemasaran influencer memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, kepercayaan konsumen memiliki pengaruh positif dan signifikan, serta kualitas konten juga memiliki pengaruh positif dan signifikan. Secara bersamaan, ketiga variabel independen tersebut secara signifikan memengaruhi keputusan pembelian, dengan nilai R^2 sebesar 0,692. Kepercayaan konsumen muncul sebagai prediktor terkuat. Temuan ini menunjukkan bahwa strategi social-commerce yang sukses di TikTok Shop harus menggabungkan komunikasi influencer yang kredibel, kepercayaan konsumen yang kuat, dan konten produk berkualitas tinggi untuk memperkuat keputusan pembelian konsumen.

ABSTRACT

The rapid development of social commerce has transformed the way consumers discover, evaluate, and purchase products through digital platforms. This study analyzes the effects of influencer marketing, consumer trust, and content quality on purchase decisions on TikTok Shop Indonesia. A quantitative research design was employed using a survey method involving 175 respondents who had experience purchasing products through TikTok Shop. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using IBM SPSS Statistics version 25. The analysis included validity and reliability testing, classical assumption testing, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results show that influencer marketing has a positive and significant effect on purchase decisions, consumer trust has a positive and significant effect, and content quality also has a positive and significant effect. Simultaneously, the three independent variables significantly affect purchase decisions, with an R^2 value of 0.692. Consumer trust emerged as the strongest predictor. These findings

indicate that successful social-commerce strategies on TikTok Shop should combine credible influencer communication, strong consumer trust, and high-quality product content to strengthen consumer purchase decisions.

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1. INTRODUCTION

The rapid expansion of digital platforms has transformed retail by increasingly integrating social interaction, entertainment, product discovery, and commercial transactions within the same digital environment. Consumers no longer depend exclusively on conventional e-commerce marketplaces when searching for and evaluating products; purchasing decisions are increasingly developed while users consume social media content, interact with creators, observe product demonstrations, read reviews, and participate in live-streaming activities (Chong et al., 2024; Jacobi & Brenner, 2018; Mikl et al., 2021). This transformation has accelerated the development of social commerce, in which social media functions are directly connected with commercial activities. Unlike conventional e-commerce, where consumers typically enter a platform with a relatively explicit purchasing objective, social commerce exposes consumers to products within an interactive and content-driven environment (Chong et al., 2024; Jacobi & Brenner, 2018). Consequently, purchase decisions may be influenced not only by product characteristics and price but also by social influence, perceived credibility, trust, and the quality of information communicated through digital content.

TikTok has emerged as one of the most prominent platforms within this transformation. Initially recognized as a short-form video and entertainment platform, TikTok has progressively developed an integrated ecosystem combining content creation, influencer communication, affiliate marketing, live streaming, product discovery, and purchasing activities. Indonesia represents a particularly relevant context because of the substantial adoption of TikTok and the continued development of its social-commerce ecosystem (Andon & Annuar, 2023; Sabila & Lazuardy, 2024). DataReportal reported that TikTok's advertising resources indicated a potential reach of approximately 108 million users aged 18 years and above in Indonesia in early 2025. The commercial relevance of the platform has further increased following the integration of TikTok Shop Indonesia and Tokopedia, strengthening the relationship between marketplace infrastructure and TikTok's content-driven commerce environment. In this setting, consumers may encounter products through entertainment-oriented content even before developing an explicit purchase intention, creating a purchasing process in which information, persuasion, and transaction can occur within a closely interconnected digital experience.

The characteristics of TikTok Shop indicate that consumer purchasing decisions may be strongly affected by influencer marketing. Influencers combine product-related communication with personal identity, expertise, lifestyle representation, and continuous interaction with followers, allowing promotional communication to appear more interpersonal and naturally integrated into users' content consumption. Previous research has demonstrated that informative value, trustworthiness, attractiveness, and similarity associated with influencer-generated content can contribute to consumer trust and purchase-related responses (Nasution et al., 2022; Purwandani et

al., 2023; Wiryawan et al., 2023). However, influencer effectiveness is unlikely to depend solely on popularity or audience reach. Consumers increasingly encounter sponsored content, affiliate promotions, and commercial endorsements and may therefore evaluate whether influencers demonstrate sufficient credibility, authenticity, product knowledge, and consistency between their personal identity and the products they promote. Within TikTok Shop, where promotional content and purchasing links are closely integrated, influencer marketing may consequently serve as an important social cue that accelerates product evaluation and supports consumers' movement toward a purchase decision (Juliana, 2023; Mooduto et al., 2023).

Nevertheless, influencer exposure alone does not necessarily lead to purchasing behavior because consumer trust remains a critical factor in online transactions. Consumers purchasing through digital platforms cannot directly inspect products before completing transactions and may experience uncertainty regarding product quality, seller reliability, promotional claims, payment mechanisms, and the accuracy of available information. Trust can reduce such uncertainty by increasing consumers' confidence that sellers, products, influencers, and platforms will perform according to expectations (Charis et al., 2023; Oktaviani & Abdurrahman, 2024). Within TikTok Shop, trust may develop through seller reputation, customer reviews, perceived platform security, transparent product demonstrations, consistency between promotional claims and actual consumer experiences, and the credibility of influencers communicating product information. Consumers who perceive these elements as trustworthy may experience lower perceived risk and become more confident in making purchase decisions, whereas insufficient trust may cause consumers to postpone or abandon purchases despite initial product interest.

Content quality represents another critical dimension because consumers depend heavily on digital information when evaluating products online. High-quality content should provide accurate, relevant, complete, clear, useful, and visually engaging information regarding product attributes, functions, benefits, prices, usage procedures, and potential limitations (Hentzen et al., 2022; Zhu et al., 2020). This issue is particularly important on TikTok because short-duration videos, high visual intensity, and rapid information consumption require consumers to form preliminary product judgments within relatively limited periods. Product demonstrations, tutorials, live reviews, before-and-after presentations, and user-generated testimonials may therefore influence whether consumers perceive available information as adequate for product evaluation. However, previous studies have often examined influencer marketing, consumer trust, and information or content quality separately, while substantial attention has also been directed toward purchase intention rather than purchase decision. Purchase intention reflects consumers' likelihood or willingness to purchase in the future, whereas purchase decision represents a more advanced evaluative stage. Examining influencer marketing, consumer trust, and content quality simultaneously may therefore provide a more comprehensive understanding of purchasing behavior on TikTok Shop.

Against this background, the rapidly evolving structure of TikTok Shop Indonesia creates a relevant contextual and empirical setting for examining consumer purchase decisions. The integration of entertainment, algorithmic recommendations, creator communication, product information, and transactional features distinguishes TikTok Shop from conventional online marketplaces and may shorten the process between product exposure, evaluation, and purchasing decisions. This study therefore aims to analyze the effects of influencer marketing, consumer trust, and content quality on purchase decisions on TikTok Shop Indonesia, both individually and simultaneously. The study contributes theoretically by integrating social influence, trust, and information quality within a unified framework for explaining purchase decisions rather than focusing exclusively on purchase intention. From a practical perspective, the findings are expected to provide guidance for sellers, brands, marketers, influencers, and content creators in selecting appropriate influencers, strengthening consumer confidence, improving promotional content, and allocating marketing resources more effectively within the increasingly competitive social-commerce environment.

2. LITERATURE REVIEW

2.1 *Social Commerce and Consumer Decision-Making*

Social commerce integrates social media and electronic commerce by embedding social interaction, user-generated content, reviews, recommendations, and online communities into the purchasing process. Unlike conventional e-commerce, consumers in social commerce actively interact with sellers, influencers, and other users when evaluating products, meaning that purchase decisions are shaped by technological, social, cognitive, affective, and relational factors (Malik et al., 2017; Sholeh & Huda, 2019; Sivathanu, 2017). TikTok Shop represents a distinctive form of social commerce because product discovery, information acquisition, social interaction, evaluation, and purchasing can occur within the same entertainment-oriented environment through short videos, live streaming, reviews, affiliate recommendations, and influencer-generated content. In this setting, consumers simultaneously evaluate social and informational cues, including influencer credibility, seller reliability, customer reviews, product demonstrations, and promotional information (Biaison, 2020; Kyaw et al., 2023). Accordingly, influencer marketing, consumer trust, and content quality represent three distinct yet complementary factors that may explain consumers' purchase decisions on TikTok Shop.

2.2 *Theoretical Foundation*

Social Learning Theory, Source Credibility Perspective, and Trust Theory jointly explain consumer behavior in TikTok Shop. Social learning suggests that consumers form evaluations by observing influencers, reviews, ratings, and other users' experiences (Nasution et al., 2022; Wiryawan et al., 2023), while source credibility explains how influencer expertise, trustworthiness, attractiveness, similarity, and product fit strengthen persuasive effects (Juliana, 2023; Mooduto et al., 2023). Trust further reduces uncertainty and perceived risk in online transactions, increasing consumers' willingness to rely on sellers, influencers, and platform information (Juliana, 2023; Wijaya, 2023). Together, these perspectives support the roles of influencer marketing, content quality, and consumer trust in shaping purchase decisions on TikTok Shop.

2.3 *Influencer Marketing*

Influencer marketing refers to the use of social media influencers to communicate and recommend products through personalized and interactive content. Its effectiveness depends on influencer credibility, including expertise, trustworthiness, attractiveness, similarity, and product-influencer fit, which can strengthen consumer trust and purchase responses (Charis et al., 2023; Jhawar et al., 2023; Oktaviani & Abdurrahman, 2024). On TikTok, influencers can demonstrate products, share experiences, provide tutorials, and interact with followers, making product information more accessible and persuasive. Therefore, influencer marketing in this study reflects consumers' perceptions of an influencer's credibility, relevance, and effectiveness in encouraging product evaluation and purchase decisions.

2.4 *Consumer Trust*

Consumer trust refers to consumers' confidence in the reliability, credibility, honesty, and expected performance of sellers, products, and transactions in digital commerce. Trust is particularly important in social commerce because consumers face information asymmetry and cannot directly examine products before purchasing. It can develop through accurate product information, reliable seller performance, transparent communication, consistent reviews, secure transactions, and credible recommendations (Abdullah et al., 2023; Tijjang et al., 2023). In TikTok Shop, live streaming can further strengthen trust by enabling real-time product demonstrations and interaction with

sellers (Septi & Bangsawan, 2023; Wang et al., 2023). Therefore, higher consumer trust is expected to reduce perceived uncertainty and support consumers in making purchase decisions.

2.5 Content Quality

Content quality refers to the extent to which digital content provides accurate, relevant, clear, useful, credible, and sufficiently complete information to support consumer evaluation. In social commerce, high-quality content can reduce uncertainty and information asymmetry by helping consumers understand product characteristics, benefits, limitations, and usage (Al-Okaily, 2021; Xie et al., 2021). In video-based environments, useful audiovisual information also strengthens consumer responses to product communication (Cheung & Lai, 2023; Colman-Meixner et al., 2019). Within TikTok Shop, content quality is particularly important because short-form videos must attract attention while delivering sufficient information for product assessment. Therefore, higher content quality is expected to facilitate product evaluation and strengthen consumers' purchase decisions.

2.6 Purchase Decision

Purchase decision refers to a consumer's final determination to select and buy a particular product after evaluating available information and alternatives. Unlike purchase intention, which reflects willingness or likelihood to buy, purchase decision represents a more advanced behavioral choice that follows information search and evaluation. Previous social-commerce research has largely focused on purchase intention (Amoako et al., 2022; Bhanot, 2024; Waluya et al., 2019), while social and informational cues are also important in shaping purchase decisions (Bhanot, 2024; Irawan et al., 2023; Mahliza et al., 2021). In this study, purchase decision refers to consumers' determination to purchase products through TikTok Shop after considering information, recommendations, credibility, and available alternatives.

2.7 Hypothesis Development

Based on the theoretical arguments and previous empirical findings, this study positions influencer marketing, consumer trust, and content quality as independent variables, while purchase decision serves as the dependent variable. Influencer marketing may influence purchase decisions by providing social and informational cues that assist consumers in evaluating products. Social Learning Theory explains that consumers can develop attitudes and behavioral responses by observing credible individuals, while the source credibility perspective emphasizes the importance of expertise, trustworthiness, attractiveness, similarity, and relevance in strengthening persuasive effects. Previous studies indicate that influencer credibility and informative content are associated with stronger consumer purchase responses (Amoako et al., 2022; Bhanot, 2024; Taralik et al., 2022). Consumer trust also plays an important role by reducing uncertainty regarding product quality, seller reliability, and transaction outcomes. Higher trust increases consumers' confidence in making purchasing choices, as supported by (Al Hafizi & Ali, 2021; Barqah et al., 2024; Prasastono et al., 2017).

Content quality contributes to purchase decisions by providing accurate, relevant, clear, and useful information needed to evaluate products and compare alternatives. Previous findings show that information and content quality strengthen consumers' social-shopping and behavioral responses (Nasution et al., 2022; Purwandani et al., 2023; Wiryawan et al., 2023). In the TikTok Shop environment, these three factors may operate simultaneously: influencers provide social persuasion and recommendations, trust reduces perceived uncertainty, and high-quality content supports product evaluation.

H1: Influencer marketing has a positive and significant effect on purchase decisions on TikTok Shop Indonesia.

H2: Consumer trust has a positive and significant effect on purchase decisions on TikTok Shop Indonesia.

H3: Content quality has a positive and significant effect on purchase decisions on TikTok Shop Indonesia.

H4: Influencer marketing, consumer trust, and content quality simultaneously have a significant effect on purchase decisions on TikTok Shop Indonesia.

3. RESEARCH METHODS

This study employed a quantitative explanatory research design with a cross-sectional approach to examine the effects of Influencer Marketing (X1), Consumer Trust (X2), and Content Quality (X3) on Purchase Decision (Y) among TikTok Shop users in Indonesia. The population consisted of Indonesian consumers who use TikTok and have experience purchasing through TikTok Shop. Because the exact population size could not be identified, respondents were selected using purposive sampling based on several criteria: residing in Indonesia, using TikTok, being familiar with TikTok Shop, having viewed product-related promotional or influencer content, and having made at least one purchase through TikTok Shop. A total of 175 valid respondents were included in the analysis, with the individual consumer serving as the unit of analysis. Primary data were collected through an online structured questionnaire containing respondent characteristics and measurement items for the four research variables. Participation was voluntary, and the data were used exclusively for academic purposes.

The research instrument used closed-ended statements measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Influencer marketing was measured through credibility, expertise, attractiveness, relevance, trustworthiness, and persuasive ability, based on (Charis et al., 2023; Nadeem et al., 2024; Oktaviani & Abdurrahman, 2024). Consumer trust was measured through confidence in product information, seller reliability, transaction security, seller commitment, product conformity, and overall purchasing confidence. Content quality covered accuracy, relevance, clarity, completeness, usefulness, attractiveness, and support for product evaluation, while purchase decision reflected consumers' confidence, evaluation, preference, purchase completion, appropriateness, and final purchasing choice.

Table 1. Operationalization of Research Variables

Variable	Code	Indicator	Measurement
Influencer Marketing (X1)	IM1	Influencer credibility	Likert 1–5
	IM2	Influencer expertise	Likert 1–5
	IM3	Communication attractiveness	Likert 1–5
	IM4	Influencer–product relevance	Likert 1–5
	IM5	Trustworthiness of recommendations	Likert 1–5
	IM6	Persuasive ability	Likert 1–5
Consumer Trust (X2)	CT1	Trust in product information	Likert 1–5
	CT2	Seller reliability	Likert 1–5
	CT3	Seller honesty and commitment	Likert 1–5
	CT4	Transaction confidence	Likert 1–5
	CT5	Product conformity with information	Likert 1–5
	CT6	Overall purchasing confidence	Likert 1–5
Content Quality (X3)	CQ1	Information accuracy	Likert 1–5
	CQ2	Information relevance	Likert 1–5
	CQ3	Information clarity	Likert 1–5
	CQ4	Information completeness	Likert 1–5
	CQ5	Content usefulness	Likert 1–5
	CQ6	Content attractiveness	Likert 1–5
	CQ7	Support for product evaluation	Likert 1–5
Purchase Decision (Y)	PD1	Confidence in product selection	Likert 1–5

	PD2	Decision after information evaluation	Likert 1–5
	PD3	Preference among alternatives	Likert 1–5
	PD4	Decision to complete the purchase	Likert 1–5
	PD5	Appropriateness of purchasing choice	Likert 1–5
	PD6	Confidence in final purchase decision	Likert 1–5

Data analysis was conducted using IBM SPSS Statistics version 25 through several stages, including descriptive statistics, validity and reliability testing, classical assumption tests, multiple linear regression, hypothesis testing, and coefficient of determination analysis. Validity was assessed using the Pearson Product-Moment correlation, while reliability was evaluated using Cronbach's Alpha, with values above 0.70 indicating satisfactory consistency. Classical assumption testing included normality, multicollinearity, and heteroscedasticity tests. The effects of Influencer Marketing (X1), Consumer Trust (X2), and Content Quality (X3) on Purchase Decision (Y) were examined using multiple linear regression. Partial effects were tested using the t-test, simultaneous effects using the F-test, both at a 5% significance level, while R^2 and Adjusted R^2 were used to assess the explanatory power of the regression model.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

A total of 175 valid respondents were included in the final analysis, all of whom met the study criteria as TikTok users in Indonesia who were familiar with TikTok Shop, had been exposed to product-related or influencer-generated content, and had purchased products through the platform. The respondents' demographic characteristics are presented in Table 2.

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	78	44.6
	Female	97	55.4
Age	18–24 years	88	50.3
	25–34 years	59	33.7
	35–44 years	20	11.4
	≥45 years	8	4.6
Occupation	Student	66	37.7
	Private employee	54	30.9
	Entrepreneur	27	15.4
	Civil servant/public employee	10	5.7
	Others	18	10.3
TikTok Shop Purchase Frequency	1–2 times	62	35.4
	3–5 times	71	40.6
	6–10 times	27	15.4
	>10 times	15	8.6

Table 2 shows that female respondents accounted for 55.4% of the sample, while males represented 44.6%. Most respondents were aged 18–24 years (50.3%) and 25–34 years (33.7%), indicating that approximately 84% were young consumers. Students formed the largest occupational group (37.7%), followed by private employees (30.9%). In terms of purchasing experience, 40.6% had purchased through TikTok Shop three to five times and 24.0% had purchased six or more times, indicating that respondents had sufficient experience to evaluate the variables examined in this study.

4.2 Descriptive Statistics

Descriptive statistics summarized respondents' perceptions of the four variables, with higher mean scores indicating more favorable perceptions.

Table 3. Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	175	2.50	5.00	4.06	0.54
Consumer Trust	175	2.33	5.00	4.11	0.57
Content Quality	175	2.57	5.00	4.08	0.52
Purchase Decision	175	2.50	5.00	4.13	0.55

Table 3 indicates generally favorable perceptions across all research variables, with mean scores ranging from 4.06 to 4.13. Purchase Decision recorded the highest mean (4.13), followed by Consumer Trust (4.11), Content Quality (4.08), and Influencer Marketing (4.06). The relatively low standard deviations, ranging from 0.52 to 0.57, also suggest that respondents' perceptions were fairly consistent across the four constructs.

4.3 Validity Test

Validity was assessed using Pearson item-total correlation, with items considered valid when $r > 0.148$ and $p < 0.05$.

Table 4. Results of the Validity Test

Variable	Item	Corrected Item-Total Correlation	r-Critical	Result
Influencer Marketing	IM1	0.714	0.148	Valid
	IM2	0.752	0.148	Valid
	IM3	0.681	0.148	Valid
	IM4	0.729	0.148	Valid
	IM5	0.788	0.148	Valid
	IM6	0.741	0.148	Valid
Consumer Trust	CT1	0.736	0.148	Valid
	CT2	0.791	0.148	Valid
	CT3	0.806	0.148	Valid
	CT4	0.754	0.148	Valid
	CT5	0.773	0.148	Valid
	CT6	0.821	0.148	Valid
Content Quality	CQ1	0.698	0.148	Valid
	CQ2	0.725	0.148	Valid
	CQ3	0.756	0.148	Valid
	CQ4	0.718	0.148	Valid
	CQ5	0.784	0.148	Valid
	CQ6	0.671	0.148	Valid
	CQ7	0.747	0.148	Valid
Purchase Decision	PD1	0.742	0.148	Valid
	PD2	0.801	0.148	Valid
	PD3	0.729	0.148	Valid
	PD4	0.816	0.148	Valid
	PD5	0.768	0.148	Valid
	PD6	0.793	0.148	Valid

The validity test results in Table 4 show that all measurement items were valid, as their corrected item-total correlation values exceeded the critical value of 0.148. The correlation coefficients ranged from 0.671 to 0.821, indicating that each item was adequately associated with its respective construct. Therefore, all indicators for Influencer Marketing, Consumer Trust, Content Quality, and Purchase Decision were retained for further analysis.

4.4 Reliability Test

Cronbach's Alpha was used to evaluate the internal consistency of each construct. A coefficient above 0.70 was considered evidence of satisfactory reliability.

Table 4. Results of the Reliability Test

Variable	Number of Items	Cronbach's Alpha	Criterion	Result
Influencer Marketing	6	0.884	>0.70	Reliable
Consumer Trust	6	0.909	>0.70	Reliable
Content Quality	7	0.892	>0.70	Reliable
Purchase Decision	6	0.901	>0.70	Reliable

Table 4 shows that all research variables demonstrated satisfactory reliability, with Cronbach's Alpha values ranging from 0.884 to 0.909, exceeding the recommended threshold of 0.70. Consumer Trust recorded the highest reliability coefficient (0.909), followed by Purchase Decision (0.901), Content Quality (0.892), and Influencer Marketing (0.884). These results indicate strong internal consistency among the measurement items, confirming that all constructs were reliable and suitable for subsequent statistical analysis.

4.5 Classical Assumption Tests

4.5.1 Normality Test

The Kolmogorov-Smirnov test produced a significance value of 0.200, which exceeded the threshold of 0.05. This result indicates that the regression residuals were approximately normally distributed, confirming that the normality assumption required for multiple linear regression was satisfied.

4.5.2 Multicollinearity Test

Multicollinearity was assessed using tolerance and Variance Inflation Factor (VIF) values.

Table 5. Multicollinearity Test

Independent Variable	Tolerance	VIF	Result
Influencer Marketing	0.621	1.610	No multicollinearity
Consumer Trust	0.574	1.742	No multicollinearity
Content Quality	0.603	1.658	No multicollinearity

The multicollinearity test results in Table 5 show that all independent variables had Tolerance values above 0.10 and VIF values below 10. Influencer Marketing recorded a Tolerance of 0.621 and VIF of 1.610, Consumer Trust had 0.574 and 1.742, while Content Quality had 0.603 and 1.658, respectively. These results indicate that no problematic multicollinearity existed among the independent variables, confirming that each predictor contributed sufficiently distinct information to the regression model.

4.5.3 Heteroscedasticity Test

The Glejser test was employed to examine heteroscedasticity.

Table 5. Glejser Heteroscedasticity Test

Variable	Sig.	Criterion	Result
Influencer Marketing	0.418	>0.05	No heteroscedasticity
Consumer Trust	0.261	>0.05	No heteroscedasticity
Content Quality	0.533	>0.05	No heteroscedasticity

The Glejser test results in Table 6 show significance values of 0.418 for Influencer Marketing, 0.261 for Consumer Trust, and 0.533 for Content Quality, all exceeding the 0.05 threshold. These results indicate that none of the independent variables significantly explained the absolute residuals, confirming that the regression model was free from heteroscedasticity and satisfied the homoscedasticity assumption.

4.6 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of influencer marketing, consumer trust, and content quality on purchase decisions.

Table 6. Multiple Linear Regression Results

Variable	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
Constant	0.237	0.219	–	1.082	0.281
Influencer Marketing	0.278	0.058	0.273	4.793	<0.001
Consumer Trust	0.330	0.054	0.342	6.111	<0.001
Content Quality	0.345	0.060	0.326	5.750	<0.001

Table 6 shows that Influencer Marketing, Consumer Trust, and Content Quality all had positive and statistically significant effects on Purchase Decision. Influencer Marketing recorded $B = 0.278$, $\beta = 0.273$, $t = 4.793$, $p < 0.001$, Consumer Trust showed $B = 0.330$, $\beta = 0.342$, $t = 6.111$, $p < 0.001$, and Content Quality produced $B = 0.345$, $\beta = 0.326$, $t = 5.750$, $p < 0.001$. Based on the standardized coefficients, Consumer Trust was the strongest predictor, followed by Content Quality and Influencer Marketing, indicating that higher levels of these three factors were associated with stronger purchase decisions on TikTok Shop.

4.7 Coefficient of Determination

The model summary shows a strong relationship between the predictors and Purchase Decision, with $R = 0.832$. The coefficient of determination was $R^2 = 0.692$, indicating that 69.2% of the variation in Purchase Decision was explained collectively by Influencer Marketing, Consumer Trust, and Content Quality, while the remaining 30.8% was attributable to other factors outside the model. The Adjusted R^2 of 0.687 was only slightly lower than R^2 , indicating that the model's explanatory power remained stable after accounting for the number of predictors included.

4.8 Simultaneous Test

An F-test was conducted to evaluate whether influencer marketing, consumer trust, and content quality collectively contributed significantly to explaining purchase decisions.

Table 7. ANOVA and F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	36.423	3	12.141	128.065	<0.001
Residual	16.212	171	0.095		
Total	52.635	174			

Table 7 shows that the regression model was statistically significant, with $F = 128.065$ and $p < 0.001$. This indicates that Influencer Marketing, Consumer Trust, and Content Quality jointly had a significant effect on Purchase Decision. Therefore, the simultaneous hypothesis was supported, confirming that the three independent variables collectively contributed to explaining purchase decisions among TikTok Shop users.

Discussion

The findings show that influencer marketing positively influences purchase decisions, supporting H1. Influencers function as social and informational references by providing recommendations, product demonstrations, and personal experiences that help consumers evaluate products. This finding is consistent with the source credibility perspective and previous studies by (Charis et al., 2023; Hariyanti & Wirapraja, 2018; Oktaviani & Abdurrahman, 2024). However, influencer effectiveness is not determined solely by reach or popularity; credibility, relevance, expertise, and product fit remain important in shaping consumer responses.

Consumer trust also positively influences purchase decisions, supporting H2. Trust reduces uncertainty in online transactions by increasing consumers' confidence in seller reliability, product information, transaction security, and fulfillment. This result aligns with (Sinha & Srivastava, 2023; van Reijmersdal et al., 2024), who emphasize trust as an important determinant of purchase-related behavior in social commerce. For TikTok Shop users, trust becomes particularly important because products cannot be physically examined before purchase.

The findings further confirm that content quality positively influences purchase decisions, supporting H3. Consumers are more likely to make purchasing choices when product-related content is accurate, relevant, clear, useful, and sufficiently complete. This finding supports the information-processing perspective and previous research showing that high-quality information facilitates consumer evaluation and social-shopping responses. In TikTok Shop, effective content should therefore balance visual attractiveness with informative product demonstrations, explanations, comparisons, and other decision-relevant information.

Overall, influencer marketing, consumer trust, and content quality jointly contribute to purchase decisions, supporting H4. These findings indicate that purchasing behavior on TikTok Shop is shaped by complementary social, psychological, and informational mechanisms. Influencers provide social persuasion, trust reduces transactional uncertainty, and content quality supports product evaluation. Effective social-commerce strategies should therefore integrate credible influencers, trustworthy transactions, and informative content to strengthen consumers' final purchasing decisions.

5. CONCLUSION

This study confirms that influencer marketing, consumer trust, and content quality positively influence purchase decisions among TikTok Shop users in Indonesia, with consumer trust emerging as the strongest factor. Collectively, the three variables explained 69.2% of the variation in purchase decisions, indicating that social persuasion, trust, and information quality jointly shape consumer purchasing behavior. Practically, sellers and marketers should prioritize trustworthy transactions, high-quality product content, and credible, relevant influencers. Future research may incorporate additional factors such as price, discounts, electronic word-of-mouth, perceived risk, brand image, live-streaming interactivity, and impulse buying.

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