

From Content to Conversion: How Influencer Marketing and Social Media Content Drive Purchase Intention on TikTok Shop Through Brand Trust

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Abstract

Purpose: This research seeks to investigate the effects of social media content and influencer marketing on consumers' purchase intention toward TikTok Shop, while also evaluating the mediating role of brand trust within the Stimulus-Organism-Response (S-O-R) theoretical framework. Methods: The study employed an associative-causal design and a quantitative methodology. Purposive sampling was used to identify 210 active TikTok Shop users in Indonesia. Data was collected through an online survey and analyzed using SEM-PLS with SmartPLS 4.0. Results: The findings indicated that all seven proposed hypotheses were empirically supported. Social media content had a positive and significant effect on brand trust (coefficient = 0.670; $t = 9.759$; $p = 0.000$) and purchase intention (coefficient = 0.441; $t = 4.560$; $p = 0.000$). Influencer marketing also had a positive and significant effect on brand trust (coefficient = 0.195; $t = 2.640$; $p = 0.008$) and purchase intention (coefficient = 0.198; $t = 2.219$; $p = 0.026$). Brand trust significantly affected purchase intention (coefficient = 0.263; $t = 2.963$; $p = 0.003$). Furthermore, brand trust significantly mediated the relationships between social media content and purchase intention (coefficient = 0.176; $t = 2.670$; $p = 0.008$), as well as between influencer marketing and purchase intention (coefficient = 0.051; $t = 2.093$; $p = 0.036$). The proposed research model accounted for 69.7% of the variance in purchase intention ($R^2 = 0.697$) and 68.5% of the variance in brand trust ($R^2 = 0.685$). Implications: These findings offer theoretical contributions to the development of the S-O-R model in the context of social commerce by demonstrating the crucial role of brand trust as an internal psychological mechanism. Practically, businesses should prioritize social media content quality, choose credible influencers, and develop brand trust sustainably to increase consumer purchase intention in TikTok Shop.

INTRODUCTION

The development of e-commerce in Indonesia has shown significant growth in recent years, along with increasing public dependence on digital platforms. Technological advances have created various social media platforms that function not only as communication tools but also as integrated digital commerce ecosystems.. One of the platforms that has experienced fastest growing is TikTok, which is now has changed become a shopping platform through TikTok Shop feature . Concept the entertainment offered by 'TikTok Shop, namely combination between entertainment and activities sell buy , have change method consumer interact with brand and do decision purchase .

Phenomenon utilization of TikTok as channel trading show shift behavior consumer from search information passive become interaction shopping of a nature impulsive and integrated with entertainment, decisions purchase often triggered by live streaming, challenges, and viral content so that what was initially viewer so that become buyers. The presence of influencers and content creators strengthens persuasion as they are considered more credible for certain segments, while TikTok's algorithm improves product exposure in a targeted manner without reliance on paid advertising. However, this also gives rise to challenge alone that is in the form of potential claim excessive products, unnecessary transactions trusted, and distribution information that is not right, so emphasize importance role trust brand and influencer credibility in determine effectiveness of marketing strategies on the TikTok Shop platform.

According to data from We Are Social and Meltwater in February 2025, Indonesia recorded 143 million social media users, representing approximately 50.2% of its total population of 285 million. More Furthermore, Indonesia is recorded as a country with amount the world's largest TikTok user as of April 2025. From the perspective of intensity usage, other research also notes that TikTok is the platform with the highest average time use highest that is by 23.5 hours per month, surpassing YouTube which is in the top position. second with 23.1 hours per month, indicating level Indonesian user engagement on TikTok is very high compared to other platforms. The height intensity use This be one of factor driver TikTok's effectiveness as a channel marketing at a time channel trade (social commerce). The size TikTok's reach in Indonesia makes this platform as one of the channel the most strategic digital marketing, especially in reach consumer active young people online. (Amarain et al., 2026).

However, with 143 million social media users and Indonesia's position as the largest TikTok user in the world, questions arise whether this large reach and high intensity of use actually translate into long-term loyalty and trust in the brand, or instead create a pattern of momentary (impulse) purchases without emotional attachment to the brand, especially considering the large potential risks of exaggerated product claims, untrustworthy transactions, and misinformation that accompany the rapid growth of this platform (Makaita & Iswadi, 2025).

TikTok's immense reach and penetration have direct implications for consumer behavior on digital shopping platforms like TikTok Shop. Customers' plans to buy a specific good or service and the quantity of units required within a specific time frame are related to purchasing intention. When it comes to TikTok Shop users, recommendations from reliable influencers and exposure to social media content have a significant impact on buy intention. TikTok Shop users are more responsive to influencers due to their frequent use of social media and greater trust in peer-like sources compared to traditional media.

In realm digital marketing is increasingly competitive, two strategies that get attention big from the perpetrators business is influencer marketing and social media content. influencer marketing in general significant influence intention purchase consumers. Factors such as credibility, relevance content, and relationships parasocial with audience play role important (Ingriana & Rolando, 2025). Temporary That Social media content is a marketing strategy that focuses on the creation and distribution of content in the form of photos, videos, infographics, and creative formats other relevant and valuable for consumers, with objective build strong engagement between brand and audience (Tami Utami, 2025). On the TikTok platform, influencers often give demonstration live, review results usage, and usage tips products that can strengthen belief candidate buyer.

However Thus , the effectiveness both strategies in push interest buy consumer No let go from role trust brand trust. Trust brand is factor psychological that reflects belief consumer to honesty something brand , which ultimately influence decision purchase they . In TikTok Shop context , trust brand become element crucial Because consumer faced with a lot of content promotions and claims products circulating on the platform . Informative and authentic social media content , as well as recommendation from credible and relevant influencers , believed capable build trust consumer to something brand , which is next push emergence interest buy .

Based on various study previously found existence absence consistency results study related influence social media content and influencer marketing towards interest buy consumer (Nasution et al., 2024) and (Seruni et al., 2024) show influence positive and significant marketing content towards interest buy , while (Amarain et al., 2026) find results that are not significant . Likewise in the context of influencer marketing, (Adi Rahmawan et al., 2025) as well as (Penny & Makaba, 2024) find influence positive and significant to interest buy , but (Hidayati et al., 2024) conclude that influencer marketing is influential positive However No significant . Inconsistency This indicates possibility existence variables mediation plays a role in connection said , and trust brand allegedly be one of variables that can bridge influence social media content and influencer marketing towards interest buy .

Novelty study This lies in the combination of Influencer marketing and Social media content in a way simultaneous in one model, with trust brand as variables mediation to interest purchase in the context of TikTok Shop. Research previously generally test second variables the in a way separated to interest buy (Penny & Makaba, 2024), no put trust brand as mechanism a connector that explains absence consistency results mentioned . In addition , some big studies previously focus on categories product certain such as skincare (Amarain et al., 2026) , meanwhile study This target TikTok Shop context in general general as a unit of analysis main . With Thus , research This make an effort close gap conceptual about role trust brand as a mediator in connection social media content , influencer marketing, and interests buy what you haven't Lots explored in a way simultaneous .

Besides that , still seldom found research that is special put trust brand as variables mediation in connection between social media content , influencer marketing, and interests buy in the context of TikTok Shop. As a result, the researcher is interested in conducting a study titled "Influence Social Media Content and Influencer Marketing on Purchase Interest through Brand Trust on TikTok Shop" in order to close the current research gap and provide a useful contribution for the perpetrators' business in creating more effective and quantifiable digital marketing strategies.

METHODS

This study uses a quantitative approach with an associative-causal design based on the Stimulus-Organism-Response (S-O-R) paradigm (Mehrabian & Russell, 1974) . In this model , *influencer marketing* and social media content play a role as a stimulus, trust brand as organisms , and interests buy as a response. Approach This chosen Because capable explain mechanism internal

psychology of consumers that is formed from exposure digital content on TikTok Shop before produce decision purchase (Eroglu et al., 2001; Jacoby, 2002)

The population of this study is all TikTok Shop users in Indonesia who have ever seen promotional content from influencers.. *Purposive sampling* technique used with criteria : (1) minimum age 17 years , (2) ever use TikTok Shop feature in three month last , and (3) ever see content promotion from *influencers* on TikTok. Based on rule Hair et al. (2019) which requires 5-10 times the amount indicators (21 indicators), minimum sample required is 105 respondents . In study this , the amount successful sample collected and fulfilled criteria are 210 respondents , who have exceeds the minimum limit and is classified adequate For analysis *Structural Equation Modeling* (Hair, Risher, et al., 2019) .

During April and May of 2026, an online survey utilizing Google Forms was used to collect data via social media (Instagram, WhatsApp, and TikTok). A 5-point Likert scale (1 being very much agree and 5 being strongly agree) is used in the questionnaire which is adapted from study previously : social media content (6 indicators) from (Tami Utami, 2025) , *influencer marketing* (5 indicators) from (Ingriana & Rolando, 2025) , trust brand (5 indicators) from (Makatita & Iswadi, 2025) , and interest buy (5 indicators) from (Seruni et al., 2024) . Before used , instruments tested reliability and validity through a trial (*pilot test*) on 30 respondents with criteria reliability *Cronbach's Alpha* > 0.70 and validity correlation *Pearson* > 0.30 (Nunnally & Bernstein, 1994) .

Data analysis techniques using SEM-PLS with help device soft SmartPLS 4.0 Hair, Black, et al. (2019) . Analysis done in two stages : (1) the measurement model (outer model) was evaluated using convergent validity (*loading factor* > 0.70 ; AVE > 0.50), validity discriminant (*cross-loadings and Fornell-Larcker criterion*), as well as reliability composite (> 0.70) and *Cronbach's Alpha* (> 0.70); (2) the structural model (inner model) was evaluated using *effect size* (f^2), coefficient determination (R^2), and hypothesis testing through *mark path coefficient* , t- statistic , and p-value with procedure *bootstrapping* as many as 5,000 resamplings. Effect test mediation trust brand done with *bootstrap confidence interval* at level significance $\alpha = 0.05$ Preacher & Hayes, (2008) . Effect mediation stated significant If p-value <0.05 ,t- statistic value >1.96 , and bootstrap confidence interval *is not covers zero* .

RESULTS AND DISCUSSION

A. Analysis Descriptive Characteristics Respondents

Study This involving 210 respondents who were users TikTok Shop active in Indonesia. Characteristic information gathered from respondents via an online survey disseminated over social media (Instagram, WhatsApp, and TikTok) during April and May of 2026. Characteristics respondents analyzed based on four category main : type gender , age , frequency shopping at

TikTok Shop, and types frequently used products purchased . Profile respondents in a way complete presented in Table 1 below .

Table 1 Characteristics Respondents Study

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Man	99	47.1
	Woman	111	52.9
	Total	210	100
Age	15-20 years	83	39.5
	21-25 years old	106	50.5
	26-30 years old	14	6.7
	31-35 years old	7	3.3
	Total	210	100

Based on Table 1, respondents in this study were dominated by women (52.9%) and the 21-25 year age group (50.5%), with the total young generation aged 15-25 years reaching 90.0%.. Composition This in line with characteristics TikTok Shop users in Indonesia who generally originate from Gen Z and millennials beginning (Amarain et al., 2026)

B. Outer Model Analysis

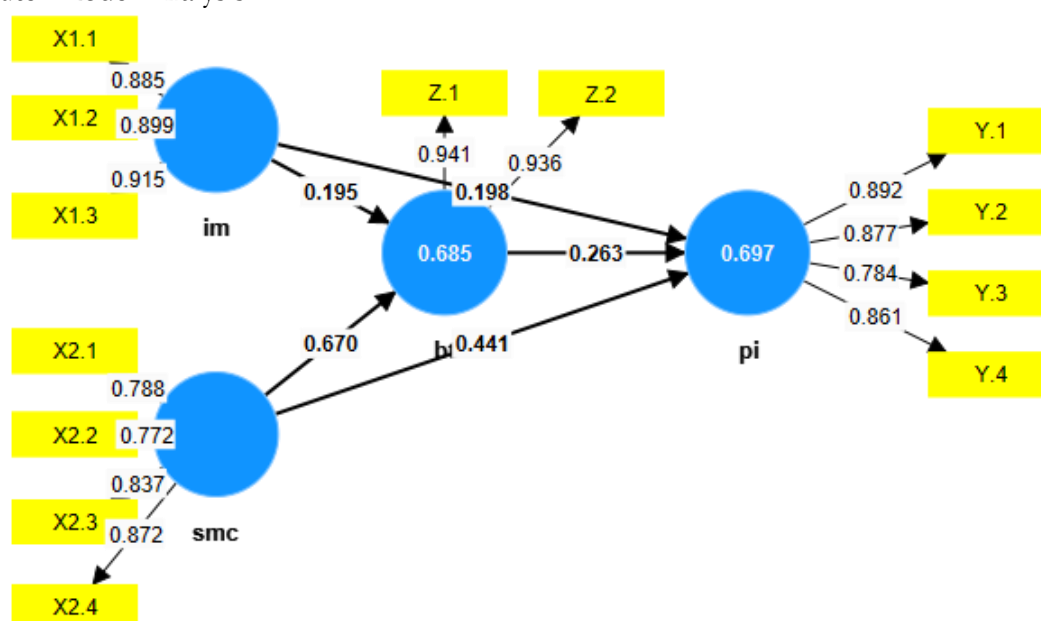


Table 2. Validity Test Results Convergence (*Loading Factor* and AVE)

Variables	Indicator	<i>Loading Factor</i>	Information	AVE	Information
Influencer Marketing	IM1	0.885	Valid	0.809	Valid

Variables	Indicator	Loading Factor	Information	AVE	Information
Social Media Content	IM2	0.899	Valid	0.670	Valid
	IM3	0.914	Valid		
	SMC1	0.788	Valid		
	SMC2	0.772	Valid		
	SMC3	0.837	Valid		
Trust (BT)	SMC4	0.872	Valid	0.881	Valid
	BT1	0.941	Valid		
	BT2	0.936	Valid		
Purchase Interest (PI)	PI1	0.892	Valid	0.730	Valid
	PI2	0.877	Valid		
	PI3	0.784	Valid		
	PI4	0.861	Valid		

Source : Processed primary data use SmartPLS (2026)

Convergent Validity Test (Loading Factor and AVE). All indicators for each construct have loading factor values above 0.70, ranging from 0.772 to 0.941. The highest loading factor is found in indicator BT1 (0.941), which measures brand trust, while the lowest is found in indicator SMC2 (0.772), which measures social media content. All AVE values also exceed the 0.50 threshold, ranging from 0.670 to 0.881: brand trust records the highest AVE (0.881), followed by influencer marketing (0.809), purchase intention (0.730), and social media content (0.670). These results indicate that all constructs possess good convergent validity, with each indicator explaining more than 50% of the variance in its underlying construct.

2. Validity Test Discriminant Validity

Validity test discriminant used For ensure that every construct truly different and not each other overlapping overlap with construct others . Validity discriminant testing is conducted using the Fornell-Larcker criteria, where each construct's root squared AVE must be greater than the correlation between constructs (Fornell & Larcker, 1981) . Validity test results discriminant served on

Table 3. Validity Test Results Discriminant (*Fornell-Larcker Criterion*)

Variables	Social Media Content (SMC)	Influencer Marketing (IM)	Trust (BT)	Purchase Interest (PI)
Social Media Content (SMC)	0.818			
Influencer Marketing (IM)	0.757	0.899		
Trust (BT)	0.818	0.703	0.939	
Purchase Interest (PI)	0.806	0.717	0.762	0.855

Discriminant Validity Test. Using the Fornell–Larcker criterion (Fornell & Larcker, 1981), the square root of AVE for every construct exceeds its correlation with other constructs. The highest inter-construct correlation occurs between social media content and brand trust (0.818), which remains lower than the square roots of AVE for social media content (0.818) and brand trust (0.939). This indicates that each construct is conceptually distinct and no multicollinearity problem occurs.

3. Reliability Test

Reliability test used For measure level internal consistency of indicators in something construct . Testing reliability done with see mark *Composite Reliability* (CR) and *Cronbach's Alpha*. A construct stated reliable If mark *Cronbach's Alpha*>0.70 and the value *Composite Reliability*>0.70 (Nunnally & Bernstein, 1994) (Hair, Risher, et al., 2019) The reliability test results are shown in Table 4.

Table 4. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i> (rho_c)	Information
Social Media Content (SMC)	0.835	0.890	Reliable
<i>Influencer Marketing</i> (IM)	0.882	0.927	Reliable
Brand Trust (BT)	0, 865	0.937	Reliable
Purchase Interest (PI)	0.876	0.915	Reliable

Source : Processed primary data use SmartPLS 4.0 (2026)

Based on Table 4, *Reliability Test*. All variables have Composite Reliability and Cronbach's Alpha values above 0.70. The highest Cronbach's Alpha is found in influencer marketing (0.882), followed by purchase intention (0.876), brand trust (0.865), and social media content (0.835). All Composite Reliability values exceed 0.90, indicating excellent internal consistency.

C. Assumption Test Classic

Before done testing hypothesis in the structural model , it is necessary assumption testing was carried out classic For ensure that the research model fulfil criteria base in analysis regressionmultiple based *variance* such as PLS-SEM. Assumption test classic in study This includes multicollinearity test .

Multicollinearity Test

Multicollinearity test used For test whether there is high correlation between variables independent in the study model. Testing multicollinearity in PLS-SEM was carried out with see mark VIF in *the outer model* for reflective models or *inner model* For evaluate between construct . A VIF value < 10 indicates that the model does not exhibit multicollinearity (Hair, Risher, et al., 2019) . Table 5 displays the results of the multicollinearity test.

Multicollinearity Test Results (*Collinearity Statistics VIF*)

Variables Exogenous	Endogenous Variables	VIF	Information
Social Media Content (SMC)	Trust (BT)	2,346	Free Multicollinearity
<i>Influencer Marketing</i> (IM)	Trust (BT)	2,346	Free Multicollinearity
Social Media Content (SMC)	Purchase Interest (PI)	3,774	Free Multicollinearity
<i>Influencer Marketing</i> (IM)	Purchase Interest (PI)	2,467	Free Multicollinearity
Trust (BT)	Purchase Interest (PI)	3,178	Free Multicollinearity

Source : Processed primary data use SmartPLS 4.0 (2026)

Based on Table 5, all variables exogenous own VIF value below 10, with range mark between 2,346 to 3,774. Highest VIF value contained in the variable Social Media Content (SMC) on Purchase Interest (PI) is 3.774, while lowest VIF value contained in the variable Social Media Content (SMC) and *Influencer Marketing* (IM) towards Brand Trust (BT) is You're welcome amounting to 2,346. All VIF value obtained is at well below the maximum limit of 10, which indicates that No happen problem multicollinearity between variables exogenous in the research model . With Thus , the research model This worthy For to be continued to stage testing hypothesis in the structural model (*inner model*).

Fit Test (Inner Model)

Once the measurement model (outer model) has been shown to be valid and trustworthy, the next stage is to assess the structural model (inner model). Assessing the predictive model's capacity and determining whether the proposed constructs are causally related are the objectives of structural

model evaluation. Test the model's suitability in study This includes : (1) coefficient test determination (R^2), (2) *effect size test* (f^2), and (3) relevance test predictive (Q^2).

Table 6. Coefficients Determination (R^2)

Endogenous Variables	R^2	R^2 <i>Adjusted</i>	Category
Trust (BT)	0.685	0.682	Moderate
Purchase Interest (PI)	0.697	0.693	Moderate

Source : Processed primary data use SmartPLS 4.0 (2026)

The R^2 value for brand trust is 0.685 (adjusted $R^2 = 0.682$), moderate category, indicating that influencer marketing and social media content jointly explain 68.5% of the variance in brand trust. The R^2 value for purchase intention is 0.697 (adjusted $R^2 = 0.693$), also moderate, indicating that social media content, influencer marketing, and brand trust jointly explain 69.7% of the variance in purchase intention.

Effect Size Test (f^2)

The *effect size* (f^2) test is used For measure contribution relatively every variables independent in explain variables dependent . The f^2 value indicates how much big influence something construct to construct other when construct the issued from the model. Based on Cohen's criteria (1988), the f^2 value of 0.02 is included category small , 0.15 included category moderate , and 0.35 including category large . *Effect size test results* presented in Table 7.

Table 7. *Effect Size* (f^2) Test Results

Variables Exogenous	Endogenous Variables	f^2	Category
Social Media Content (SMC)	Trust (BT)	0.608	Big
<i>Influencer Marketing</i> (IM)	Trust (BT)	0.052	Small
Social Media Content (SMC)	Purchase Interest (PI)	0.170	Currently
<i>Influencer Marketing</i> (IM)	Purchase Interest (PI)	0.053	Small
Trust (BT)	Purchase Interest (PI)	0.072	Small

Source : Processed primary data use SmartPLS 4.0 (2026)

According to Table 7, social media content → brand trust = 0.608 (large); influencer marketing → brand trust = 0.052 (small); social media content → purchase intention = 0.170 (moderate); influencer marketing → purchase intention = 0.053 (small); brand trust → purchase intention = 0.072 (small). Social media content is clearly the most dominant variable in the model.

Relevance Test Predictive (Q^2)

Relevance test predictive (Q^2) or *Stone-Geisser Q-square* used For measure ability predictive model against endogenous variables . A Q^2 value > 0 indicates that the model has relevance good predictive , whereas Q^2 value ≤ 0 indicates the model does not own relevance predictive

(GEISSER, 1974; Stone, 1974) . Based on criteria (Hair, Risher, et al., 2019), the Q^2 value of 0.02 is included category small , 0.15 included category moderate , and 0.35 including category big . Relevance test results predictive presented in Table 8.

Table 8. Relevance Test Results Predictive (Q^2)

Endogenous Variables	Q^2	Information
Trust (BT)	0.599	Own Relevance Predictive (Large)
Purchase Interest (PI)	0.497	Own Relevance Predictive (Large)

Source : Processed primary data use SmartPLS 4.0 (2026)

Based on Table 8, the Q^2 value for variables trust brand (BT) is as big as **0.599** , whereas Q^2 value for variables interest purchase (PI) is as big as **0.497** . Second the Q^2 value > 0 , which indicstes that the model has relevance good predictive For second endogenous variables . With Thus , the structural model in study This capable predict trust brands and interests buy with Good .

More further , according to criteria (Hair, Risher, et al., 2019), the Q^2 value of 0.599 and 0.497 is included in category **big** Because second mark is > 0.35 . This is show that the research model own ability very good predictive to trust brands and interests buy from TikTok Shop users in Indonesia.

Testing Hypothesis

Using bootstrapping techniques (5,000 subsamples) and SmartPLS 4.0, hypothesis testing was carried out (Hair, Black, et al., 2019)The hypothesis was accepted if the the p-value < 0.05 and t-value > 1.96 .

Testing Hypothesis Influence Direct *Effects*

Study This put forward five hypotheses influence directly testing connection causal between variables . Test results hypothesis influence direct presented in Table 9.

Table 9. Hypothesis Test Results Influence Direct *Effects*

Hypothesi s	Connectio n	Path Coefficien t	t- Statistic s	P- Valu e	Informatio n
H1	Social Media Content (SMC) → Purchase Interest (PI)	0.441	4,560	0,000	Supported

Hypothesis	Connections	Path Coefficient	t-Statistic	P-Value	Information
H2	<i>Influencer Marketing</i> (IM) → Purchase Interest (PI)	0.198	2,219	0.026	Supported
H3	Social Media Content (SMC) → Brand Trust (BT)	0.670	9,759	0,000	Supported
H4	<i>Influencer Marketing</i> (IM) → Brand Trust (BT)	0.195	2,640	0.008	Supported
H5	Trust (BT) → Purchase Intention (PI)	0.263	2,963	0.003	Supported

Source : Processed primary data use SmartPLS 4.0 (2026)

Based on Table 9, all direct effect hypotheses were supported. Social media content had the strongest influence on brand trust (coefficient = 0.670; $t = 9.759$; $p = 0.000$), followed by its influence on purchase intention (coefficient = 0.441; $t = 4.560$; $p = 0.000$). Influencer marketing also had a significant positive influence on purchase intention (coefficient = 0.198; $t = 2.219$; $p = 0.026$) and brand trust (coefficient = 0.195; $t = 2.640$; $p = 0.008$). Brand trust significantly influenced purchase intention (coefficient = 0.263; $t = 2.963$; $p = 0.003$). Thus, H1, H2, H3, H4, and H5 are all accepted.. Similarly , *influencer marketing* proven influential positive and significant to interest purchase (coefficient = 0.198; $t = 2.219$; $p = 0.026$) as well as to trust brand (coefficient = 0.195; $t = 2.640$; $p = 0.008$). In addition , trust the brand is also proven influential positive and significant to interest purchase (coefficient = 0.263; $t = 2.963$; $p = 0.003$). Findings This indicates that *influencer marketing* and social media content in a way direct capable push interest buy consumers on TikTok Shop, at the same time build trust to brand , which in turn participate increase interest buy . With Thus , **H1, H2, H3, H4, and H5 are accepted .**

Testing Hypothesis Indirect Effects (Mediation)

Study This also puts forward two hypotheses influence No directly testing role mediation trust brand in connection between social media content and *influencer marketing* to interest buy . Test results hypothesis influence No direct (effect) mediation) is presented in Table 10.

Table 10. Hypothesis Test Results Indirect Effects

Hypothesis	Connection	Path Coefficient	t-Statistic	P-Value	Information
H6	Social Media Content (SMC) → Brand Trust (BT) → Purchase Intention (PI)	0.176	2,670	0.008	Supported
H7	<i>Influencer Marketing</i> (IM) → Brand Trust (BT) → Purchase Intention (PI)	0.051	2,093	0.036	Supported

Source : Processed primary data use SmartPLS 4.0 (2026)

Based on Table 10, all hypothesis influence No direct stated **supported** . Brand trust significantly mediated the influence of social media content on purchase intention (coefficient = 0.176; t = 2.670; p = 0.008). This indicates that social media content builds consumer trust, which in turn drives purchase intention. Brand trust also significantly mediated the influence of influencer marketing on purchase intention (coefficient = 0.051; t = 2.093; p = 0.036). Thus, H6 and H7 are both accepted as well as influence *influencer marketing* to interest purchase (coefficient = 0.051; t = 2.093; p = 0.036). Findings This indicates that informative and authentic social media content , as well as credible *influencer* , capable build trust consumer to brand , which is next push interest buy at TikTok Shop. With Thus , **H6 and H7 are accepted** .

DISCUSSION

Influence Social Media Content against Brand Trust (H3)

Social media content has a positive and significant effect on brand trust ($\beta = 0.670$; $t = 9.759$; $p = 0.000$), indicating that the more informative, authentic, and relevant the content, the higher consumers' trust in the brand. This is consistent with prior studies on content quality and credibility building consumer trust (Makatita & Iswadi, 2025). The large effect size ($f^2 = 0.608$) confirms social media content is the strongest predictor of brand trust in this model (Tami Utami, 2025).

The Influence of Influencer Marketing on Brand Trust (H4)

Influencer marketing has a significant positive effect on brand trust ($\beta = 0.195$; $t = 2.640$; $p = 0.008$), supporting trust-transference theory: trust in a credible influencer transfers to the brands they promote (Hidayati et al., 2024)(Makatita & Iswadi, 2025). The small effect size ($f^2 = 0.052$) suggests this transfer is not always automatic, particularly when influencers are perceived as promoting products purely for commercial gain (Penny & Makaba, 2024).

Influence Brand Trust on Purchase Intention (H5)

Brand trust has a significant positive effect on purchase intention ($\beta = 0.263$; $t = 2.963$; $p = 0.003$), confirming that consumers who trust a brand are more likely to intend to purchase — an especially critical factor given the risk of exaggerated claims on TikTok Shop (Nasution et al., 2024)(Seruni et al., 2024).

Influence Social Media Content on Purchase Interest (H1)

Social media content has a significant positive effect on purchase intention ($\beta = 0.441$; $t = 4.560$; $p = 0.000$), consistent with the *shoppertainment* view that entertaining content is an effective purchase stimulus (Amarain et al., 2026)(Seruni et al., 2024)(Tami Utami, 2025). Effect size is moderate ($f^2 = 0.170$).

Influence of Influencer Marketing on Purchase Interest (H2)

Influencer marketing has a significant positive effect on purchase intention ($\beta = 0.198$; $t = 2.219$; $p = 0.026$), driven by influencer credibility, attractiveness, and parasocial relationships (Adi Rahmawan et al., 2025)(Ingriana & Rolando, 2025)(Penny & Makaba, 2024). Effect size is small ($f^2 = 0.053$) but still statistically significant.

The Role of Mediation Brand Trust (H6 and H7)

Research result show that trust brand in a way significant mediate influence *influencer marketing* and social media content to interest buy . This is prove that the influence of external stimuli (*influencer marketing* and social media content) on response (interest buy) no happen in a way directly , but rather through internal consumer processes in the form of trust brand .

Findings This in a way strong support Stimulus-Organism-Response (SOR) paradigm which is runaway theoretical study This (Mehrabian & Russell, 1974). *Influencer marketing* and Social media content play a role as a stimulus that triggers cognitive and affective processes consumers (organisms) in the form of trust brand , which then produce a response in the form of interest buy . The success of the SOR model in explain behavior consumers in this TikTok Shop strengthen findings study previously used framework theoretical similar For analyze influence various marketing stimuli to intention purchases on digital platforms (Eroglu et al., 2001).

These results also explain Why research previously show results that are not consistent related influence direct social media content and *influencer marketing* to interest buy (Amarain et al., 2026) (Hidayati et al., 2024) Because influence the Actually mediated by factors internal consumer psychology , namely trust brand . With Thus , marketers who want to increase interest buy consumer No Enough only depend on interesting content or popular *influencers* , but also have to ensure that the strategy in a way effective build trust brand .

CONCLUSION

The purpose of this study is to investigate how social media content and influencer marketing affect TikTok Shop customers' purchase intentions through brand trust. According to data analysis from 210 respondents using SEM-PLS, all hypotheses were found to be supported.

Social media content and *influencer marketing* have a significant and positive influence on both brand trust and purchase intention. Social media content has the greatest influence on brand trust (coefficient = 0.670; $F^2 = 0.608$), making it the strongest predictor of trust building in TikTok Shop. Brand trust is proven to mediate the influence of *influencer marketing* and social media content on purchase intention, which strengthens the SOR paradigm. The research model is able to explain 69.7% of the variation in purchase intention and 68.5% of the variation in brand trust.

This research provides practical guidance for businesses and contributes to the development of digital marketing theory. Limitations include the general product coverage, *cross-sectional design*, and limited variables. Future research is recommended to examine specific product categories, use a longitudinal approach, and explore other variables such as *brand image* or *user experience*. Businesses are advised to prioritize content quality, select credible *influencers*, and build brand trust sustainably.

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