

ABSTRACT

The rapid growth of social commerce has transformed consumer purchasing behavior, particularly on platforms such as TikTok Shop. In the Indonesian fashion industry context, brand Jiniso utilizes Online Customer Reviews and Affiliate Marketing strategies to influence consumers' Purchase Intention. However, skepticism regarding information credibility and promotional transparency raises questions about the direct effectiveness of these strategies. This study aims to examine the influence of Online Customer Review and Affiliate Marketing on Purchase Intention, with Trust serving as a mediating variable.

This research employs a quantitative approach using Structural Equation Modeling (SEM) with AMOS software. Data were collected from consumers in Semarang who actively use TikTok and have interacted with Jiniso products on TikTok Shop. The measurement model demonstrates good validity and reliability, and the full SEM model meets the goodness-of-fit criteria. The results indicate that Online Customer Review and Affiliate Marketing do not have a significant direct effect on Purchase Intention. However, both variables have a positive and significant effect on Trust, and Trust significantly influences Purchase Intention. These findings confirm that Trust fully mediates the relationship between Online Customer Review, Affiliate Marketing, and Purchase Intention.

The study contributes theoretically by reinforcing the Uses and Gratification and Stimulus-Organism-Response (S-O-R) frameworks, highlighting that digital stimuli in social commerce primarily shape behavioral intention through psychological trust formation. Managerially, the findings emphasize the importance of enhancing credibility, transparency, and authentic communication strategies in building consumer trust to ultimately drive purchase intention on TikTok Shop.

Keywords: *Online Customer Review, Affiliate Marketing, Trust, Purchase Intention, TikTok Shop*