

ABSTRACT

This study aims to examine the effects of two type of trust in social commerce on purchase intention. The two types of trust in social commerce are trust toward site members and trust toward site. To strengthen the relationship between the two types of trust in social commerce with purchase intention, social presence is needed as a moderating variable.

This study used a closed questionnaire data collection method which was distributed online. The population in this study is Instagram Shopping users who have purchased clothing products online at least once. The number of samples used is 100 respondents. Sampling was done by using purposive sampling method. Then the data obtained is processed using the PLS-SEM data analysis method with SmartPLS 3.0 software.

The results show that trust toward site members has positive effects on trust toward site. In addition, trust toward site members and trust toward site have a positive effect on purchase intention. However, social presence does not have a moderating role in the relationship of trust toward site members with purchase intention and the relationship between trust toward site with purchase intention. The most influential variable on purchase intention is trust toward site members.

Keywords: trust toward site members, trust toward site, social presence, purchase intention