

## SOCIAL COMMERCE IN THE GENERATION Z CONTEXT: THE ROLE OF SOCIAL SUPPORT AND PRIVACY RISK AMONG TIKTOK USERS IN INDONESIA

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**Abstract:** TikTok has rapidly emerged as a leading social commerce platform among Generation Z consumers in Indonesia. This study aims to analyze how Social Commerce Information Sharing fosters the development of Social Support and Trust, which subsequently affect consumers' Purchase Intention. Moreover, the study investigates the moderating influence of Perceived Privacy Risk on the link between Social Support and Trust. A quantitative research method is applied, employing Partial Least Squares Structural Equation Modeling (PLS-SEM) as the main analytical approach. Data are collected through an online questionnaire distributed to 230 respondents. The research framework is adapted from Tseng et al. (2023) and other related studies. The expected outcomes include a SINTA-indexed publication and practical insights for optimizing marketing strategies on TikTok Shop.

**Keywords:** *TikTok; Generation Z; Social Commerce Information Sharing; Social Support; Trust; Perceived Privacy Risk, Intention To Buy*

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### 1. Introduction

In Indonesia, the rapid expansion of social media has significantly strengthened the role of social commerce, which refers to the combination of social interactions and online purchasing activities conducted through digital platforms (Hajli, 2015).. This phenomenon continues to grow, partly through TikTok. This application influences users to buy products directly from the yellow basket in video content and live streaming to TikTok Shop. According to data from APJII (2024), over 221 million Indonesians use the internet. The majority of users are Generation Z aged 17–28 years old. This age group is highly active and tech-savvy. At the beginning of 2024, Indonesia recorded around 139 million social media users, demonstrating a substantial opportunity for the expansion of social commerce in the country (DataReportal, 2024; We Are Social, 2024).

TikTok Shop has emerged as one of the leading social commerce platforms in Indonesia, offering consumers a popular channel for online shopping. Its interactive features, particularly live streaming, enhance user engagement by creating a more dynamic shopping experience and fostering consumer trust. Prior research has investigated how Social Support, Trust, and Perceived Privacy Risk influence purchase intention within social commerce contexts (Hajli, 2015; Shanmugam et al., 2016; Tseng et al., 2023). However, research from various studies shows inconsistent results, especially in the relationship between variables. For instance, Tseng et al. proposed in their study that Perceived Privacy Risk negatively influences consumers' Intention to Buy. However, the results were the opposite, namely positive (Tseng et al., 2023).

Another study that shows inconsistency is Azhar et al., which shows that the relationship between Perceived Privacy Risk and Intention To Buy is positive and significant even though the initial hypothesis was negative (Azhar et al., 2023). In contrast, Bugshan and Attar consistently hypothesized that the effect of Perceived Privacy Risk and Intention To Buy is positive.

These variations are likely influenced by differences in cultural context, platform type, and user demographics, and most of these studies were also conducted outside Indonesia. This creates a gap.

This study seeks to address the existing research gap in social commerce by examining how Social Commerce Information Sharing influences the development of Social Support and Trust, as well as its effect on consumers' Intention to Purchase, while incorporating the moderating role of Perceived Privacy Risk. Although earlier studies have reported inconsistent results regarding the direct impact of Perceived Privacy Risk on Intention to Buy, this research explores the construct in greater depth to provide clearer insights. The focus on Generation Z in Indonesia and the use of TikTok Shop as the study context contribute significantly to expanding the understanding of social commerce behavior. This is relevant considering that internet penetration in Indonesia has reached 79.5% of the population, with Generation Z as the largest user group (34.4%) in 2024 (APJII, 2024). However, most previous studies have been conducted in foreign contexts, making this research important for understanding the unique behavior of Indonesian Generation Z in transacting through TikTok Shop. To answer this objective, this study examines a number of key variables relevant to the context of social commerce as follows.

Social Commerce Information Sharing includes actions such as providing product recommendations, sharing personal experiences after purchase, and posting public reviews. According to Hajli (2015), these activities build social interactions that strengthen relationships between users. Shanmugam et al. (2016) also emphasize that these interactions contribute to the formation of Social Support, namely mutual trust, empathy, and solidarity within online communities. In the Indonesian context, this phenomenon can be seen from the experiences of TikTok Shop users such as Leo Giovanni, who stated that the decline in traffic and sales during live broadcasts often occurs due to low two-way interaction and weak social engagement. This causes the TikTok algorithm to reduce the seller's exposure (Leo\_Giovanii, 2024). Rio Gandhi expressed a similar view, stating that sales success on TikTok is determined more by the Trust built during live broadcasts than by price offers alone (Rio Gandhi, 2024).

Trust plays a crucial role in influencing purchasing behavior on digital platforms. When consumers feel secure, appreciated, and perceive an active as well as supportive community, they tend to develop higher levels of trust toward the platform and its sellers (Ventre et al., 2021; Tseng et al., 2023). However, Perceived Privacy Risk often becomes a barrier. Concerns regarding potential misuse of personal data may lower consumers' purchase intentions, particularly on platforms like TikTok that utilize algorithms and user behavior tracking (Jozani et al., 2020). Although Generation Z is known for being highly adaptive to technology, they are also becoming more critical and cautious about digital privacy issues (Chen et al., 2023).

Therefore, it is important to understand how Social Commerce Information Sharing plays a role in shaping Social Support and Trust, and how these two factors, together with Perceived Privacy Risk, can influence the Intention To Buy of Generation Z users on TikTok Shop.

## **2. Literature Review**

To gain a deeper understanding of Generation Z's purchasing behavior within social commerce environments such as TikTok Shop, this study adopts a conceptual framework based on two complementary behavioral theories: the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). According to Fishbein and Ajzen (1975), TRA suggests that

an individual's intention to perform a specific behavior is determined primarily by two factors, namely attitude toward the behavior and subjective norms. TPB, developed by Ajzen (1991) as an extension of TRA, introduces an additional key determinant to explain behavioral intention more comprehensively.

The application of these two theories is considered relevant because Generation Z, as digital natives, are very accustomed to digital social interactions and have a high awareness of privacy issues in online shopping activities. Therefore, this theoretical approach can help explain the psychological and social factors that influence their purchasing decisions on TikTok Shop. In the context of TRA, the variables of Trust and Perceived Privacy Risk can be positioned as reflections of attitude toward the behavior. Trust represents a positive attitude toward purchasing activities that is supported by a sense of security and Trust in the platform (Ventre et al., 2021), while Perceived Privacy Risk reflects a negative attitude that arises from users' concerns about the security of their personal data (Jozani et al., 2020).

Furthermore, within the TRA framework, the variables of Social Commerce Information Sharing and Social Support reflect the subjective norm dimension, namely the social norms and social pressure felt by individuals from their digital environment. These two variables describe how opinions, recommendations, and support from fellow users, whether in the form of comments, reviews, or other interactions, can influence the perceptions and behaviors of other users (Hajli, 2015; Tseng et al., 2023). High social engagement on TikTok Shop makes this social factor even more important in shaping Intention To Buy

Meanwhile, TPB provides an additional dimension in the form of perceived behavioral control, which in the context of this study can also be reflected through the Perceived Privacy Risk variable. When users feel they have no control over their personal information, they tend to feel uncomfortable and hesitant to make purchases, even if social attitudes and norms are supportive (Saghfira & Astuti, 2022). Thus, Perceived Privacy Risk has a strategic position because it can serve a dual function: as a negative attitude in TRA and as a control barrier in TPB.

All of these variables contribute to forming Intention To Buy, which is the user's intention to make a purchase on TikTok Shop. Intention To Buy is the most frequently used behavioral indicator in online consumer behavior studies. Previous studies have shown a strong correlation between social, psychological, and Trust factors and the formation of purchase intent. For example, Hajli (2015) found that social interaction elements such as Social Support and information sharing play an important role in building user Trust, which in turn drives purchase intent.

Support for these findings is also shown by research conducted by Liang et al. (2011) and Hajli et al. (2017), which emphasizes that the unique characteristics of social commerce enable intense social interaction and influence purchasing decisions. In their study, Intention To Buy was directly influenced by Trust and mediated by Social Support and information shared on the platform.

Furthermore, Tseng et al. (2023) emphasize the importance of these variables in the context of Generation Z. Their study shows that this group is highly responsive to elements of social interaction and Trust built digitally. However, their sensitivity to privacy issues is also high, making Perceived Privacy Risk a crucial factor in influencing purchase intentions. Thus, the combination of TRA and TPB theories can provide a comprehensive understanding of Generation Z's purchasing behavior on social commerce platforms such as TikTok Shop.

Furthermore, the relationship between variables in this study is explicitly described through the following hypothesis formulation:

*Social Commerce Information Sharing and Social Support*

Social Commerce Information Sharing (SCIS) is an activity in which users share information, experiences, and recommendations about products on platforms such as TikTok Shop. According to Hajli (2015), sharing this information helps build social interactions between users, which in turn strengthens Social Support (SS). Shanmugam et al. (2016) also explain that Social Commerce Information Sharing enables the formation of community bonds that encourage the creation of Social Support, where users give each other advice, testimonials, and feedback. Tseng et al. (2023) add that for Generation Z, information-sharing interactions on TikTok create a sense of connection and solidarity, which is a tangible form of Social Support. Thus, the higher the level of Social Commerce Information Sharing, the stronger the Social Support formed within the online community.

*H1: Social Commerce Information Sharing has a positive effect on Social Support*

#### *Social Commerce Information Sharing and Trust*

Social Commerce Information Sharing (SCIS) influences the formation of Trust because information sharing activities on social commerce platforms, such as TikTok, help reduce uncertainty and increase a sense of security. Hajli (2015) states that SCIS enables users to gain a better understanding of products, thereby increasing Trust in sellers and platforms. Shanmugam et al. (2016) also emphasize that reviews, testimonials, and discussions from other users through SCIS provide the transparency needed to build Trust. For Generation Z, who are highly dependent on peer recommendations, Tseng et al. (2023) mention that SCIS is one of the main factors that shape Trust in the online shopping process. Therefore, the more actively users engage in Social Commerce Information Sharing, the greater the Trust that is formed.

*H2: Social Commerce Information Sharing has a positive effect on Trust*

#### *Social Support and Trust*

Social Support (SS) plays an important role in shaping Trust because Social Support, whether in the form of information or emotional assistance, provides a sense of security and certainty in purchasing decisions. Tseng et al. (2023) emphasize that Social Support helps Generation Z feel valued, heard, and understood, which in turn strengthens Trust in the community and platform. Liang et al. (2011) also explain that the presence of Social Support creates positive interpersonal relationships among users, thereby increasing the level of Trust. Thus, the higher the level of Social Support received, the stronger the Trust formed in the context of online shopping on TikTok Shop.

*H3: Social Support has a positive effect on Trust*

#### *Perceived Privacy Risk and Intention To Buy*

Perceived Privacy Risk (PPR) is users' perception of the potential misuse of their personal data when using social commerce platforms (Jozani et al., 2020). This concern arises because users often do not have full control over the personal information they share on platforms such as TikTok Shop. According to Jozani et al. (2020) and Saghfira & Astuti (2022), the higher the level of concern about privacy risks, the more likely users are to refuse to make transactions on the platform.

For Generation Z, known as digital natives who are very active in using social media, privacy issues remain an important concern. Tseng et al. (2023) show that although Generation Z has a high level of engagement in social commerce, concerns about the misuse of personal data can reduce their Intention To Buy. This aligns with the findings of Chen et al. (2023), who

explain that although Generation Z is influenced by social proof, they still consider privacy aspects in their purchasing decisions.

Thus, Perceived Privacy Risk has a negative effect on Intention To Buy, where the higher the level of user concern about privacy, the lower the likelihood of them making a purchase on TikTok Shop.

*H4: Perceived Privacy Risk has a negative effect on Intention To Buy*

#### *Trust and Intention To Buy*

Trust plays a pivotal role in shaping Intention To Buy (ITB), as it mitigates consumers' perceived risks in online purchasing. According to Ventre et al. (2021), users who have confidence in both the platform and the seller demonstrate a higher likelihood of completing a purchase. Similarly, Hajli (2015) highlights that Trust functions as a critical bridge linking social interaction with purchasing behavior in social commerce. In the specific context of Generation Z, Tseng et al. (2023) found that Trust significantly enhances Intention To Buy, as consumers are more inclined to buy when they perceive the platform and its community as credible. Consequently, greater levels of Trust among users correspond to stronger purchase intentions.

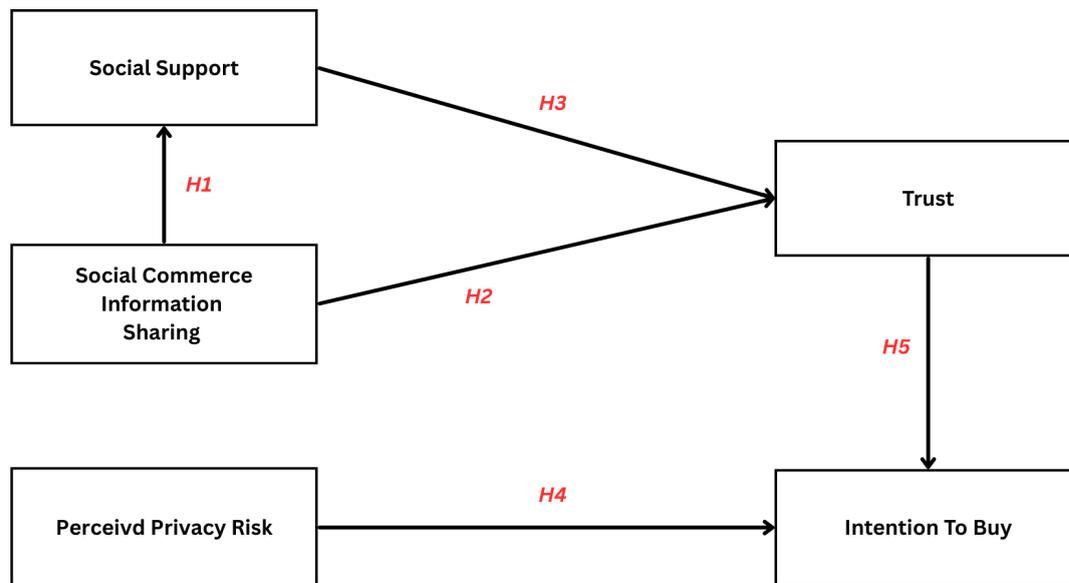
*H5: Trust has a positive effect on Intention To Buy*

#### **Methodology**

This section describes the methodological procedures implemented to assess the proposed conceptual framework and hypotheses. The research design is divided into three key components: data collection methods and sample characteristics, measurement instruments for the identified variables, and analytical procedures. For the analytical stage, this study utilizes Covariance-Based Structural Equation Modeling (SEM) with assistance from SPSS software version 25.

#### *Data collection and sample*

The research employed an online survey to capture the perspectives of Generation Z in Indonesia regarding social commerce activities on TikTok, with a focus on information sharing, Social Support, Trust, and Perceived Privacy Risks in the shopping process. The survey instrument comprised 22 items, which were developed based on prior studies and adjusted to the context of TikTok Shop. A total of 230 respondents participated, ranging in age from 17 to 28 years, with an average age of 22. All respondents had prior experience shopping via TikTok Shop, TikTok Live, or other promotional features available on the platform.



To maintain the quality of the data collected, we included a brief introduction at the beginning of the survey to explain the general concepts of social commerce and online communities. The aim was to ensure that all respondents had a uniform understanding of the context before answering further questions.

A total of 230 questionnaires were distributed online to TikTok Shop users from Generation Z in Indonesia. Of these, 213 respondents completed the questionnaire in full and validly, so that it could be further processed in the statistical analysis. Respondents who did not complete the questionnaire in full or showed inconsistencies in their answers were eliminated in the initial data screening stage.

### **3. Results and Discussion**

#### **3.1. Results**

This section presents empirical findings obtained from research data analysis and their interpretation. The results are discussed by relating the findings to the theoretical basis and relevant previous studies. Respondents in this study were aged between 17 and 28 years, with an average age of 22 years, and had experience shopping through TikTok Shop, TikTok Live, or other TikTok promotional features.

Appendix 1 presents a summary of the profiles of respondents who participated in this study. The diverse composition of respondents is expected to provide sufficient representation in understanding consumption patterns and purchase intentions for products on TikTok Shop among Generation Z.

**Table 3.1. Initial Validity Test**

Variable	Indicator	Outer Loading	Description
<b>Intention To Buy</b>	ITB1	0.878	Valid
	ITB2	0.858	Valid
	ITB3	0.856	Valid
	ITB4	0.894	Valid
<b>Perceived Privacy Risk</b>	PPR1	0.853	Valid
	PPR2	0.867	Valid
	PPR3	0.889	Valid
	PPR4	0.852	Valid
<b>Social Commerce Information Sharing</b>	SCIS1	0.884	Valid
	SCIS2	0.854	Valid
	SCIS3	0.876	Valid
	SCIS4	0.860	Valid
<b>Social Support</b>	SS1	0.855	Valid
	SS2	0.829	Valid
	SS3	0.843	Valid
	SS4	0.850	Valid
	SS5	0.842	Valid
	SS6	0.832	Valid
	SS7	0.794	Valid
<b>Trust</b>	T1	0.912	Valid
	T2	0.885	Valid
	T3	0.907	Valid

Source: Processed SEM PLS (2025)

The results of the initial validity test, as shown in Table 3.2, indicate that all indicators in each construct variable have outer loading values above the minimum threshold of 0.60, so they can be declared valid and meet the criteria for convergent validity. For the Intention To Buy variable, the outer loading values range from 0.856 to 0.894, indicating that all indicators have a strong contribution in representing the construct. The Perceived Privacy Risk variable has an outer loading value range of 0.852 to 0.889, reflecting the consistency and good validity of each indicator.

Meanwhile, the Social Commerce Information Sharing variable shows outer loading values between 0.854 and 0.884, indicating that all indicators strongly and stably reflect the construct. For the Social Support variable, the outer loading values are in a more varied range, namely 0.794 to 0.855, but still meet the validity threshold. This variation indicates differences in strength among the indicators, but all of them remain suitable for use in measuring the construct. Finally, the Trust variable shows high outer loading values, ranging from 0.885 to 0.912, indicating that the indicators used are highly representative of the Trust construct. Thus, all indicators in this model have been proven to be convergent valid and can be used for further analysis in structural models.

The subsequent stage involves testing discriminant validity by examining the Average Variance Extracted (AVE) value of each latent construct. A construct is considered to demonstrate adequate discriminant validity if its AVE exceeds 0.50 ( $> 0.50$ ). Establishing discriminant validity is essential to confirm that each construct namely Intention To Buy, Perceived Privacy Risk, Social Commerce Information Sharing, Social Support, and Trust

represents a distinct concept and does not conceptually overlap with others. This process enhances the robustness and credibility of construct measurement within the research model.

**Table 3.2. Discriminant Validity Test Results**

Research Variables	Average Variance Extracted (AVE)
<b>ITB - Intention To Buy</b>	0.760
<b>PPR - Perceived Privacy Risk</b>	0.749
<b>SCIS - Social Commerce Information Sharing</b>	0.755
<b>SS- Social Support</b>	0.697
<b>T - Trust</b>	0.812

Source: Processed SEM PLS (2025)

Based on the data from Table 3.3, the interpretation shows that all latent variables in this study have an AVE (Average Variance Extracted) value above 0.5, indicating good convergent validity. The variables “Social Commerce Information Sharing” (AVE = 0.755), “Perceived Privacy Risk” (AVE = 0.749), “Social Support” (AVE = 0.697), “Trust” (AVE = 0.812), and “Intention To Buy” (AVE = 0.760) are all able to explain most of the variance of their indicators well. Thus, the indicators used in this study are effective in representing each latent variable

**Table 3.3. Composite Reliability**

Research Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Model Evaluation
<b>Intention To Buy</b>	0.895	0.895	0.927	Reliable
<b>Perceived Privacy Risk</b>	0.888	0.891	0.923	Reliable
<b>Social Commerce Information Sharing</b>	0.892	0.893	0.925	Reliable
<b>Social Support</b>	0.928	0.928	0.942	Reliable
<b>Trust</b>	0.884	0.886	0.928	Reliable

Source: Processed SEM PLS (2025)

The reliability test results presented in Table 3.4 demonstrate that all research variables exhibit excellent internal consistency. The Intention to Buy variable shows strong reliability, with a Cronbach’s Alpha value of 0.895, a composite reliability (rho\_a) of 0.895, and a rho\_c of 0.927. Similarly, the Perceived Privacy Risk variable displays high reliability, indicated by a Cronbach’s Alpha of 0.888, a rho\_a of 0.891, and a rho\_c of 0.923. The Social Commerce Information Sharing variable recorded a Cronbach’s Alpha of 0.892, a rho\_a of 0.893, and a rho\_c of 0.925. The Social Support variable demonstrates the highest reliability, with a

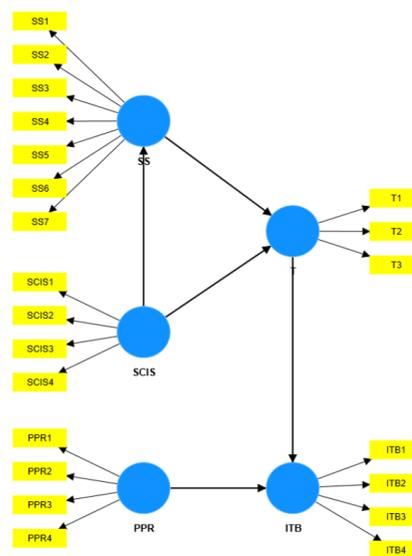
Cronbach's Alpha of 0.928, a rho\_a of 0.928, and a rho\_c of 0.942. Finally, the Trust variable is also reliable, with a Cronbach's Alpha of 0.884, rho\_a of 0.886, and rho\_c of 0.928.

All reliability values, both Cronbach's Alpha and Composite Reliability (rho\_a and rho\_c), are above the minimum threshold of 0.70, so it can be concluded that all constructs in this study have met the reliability criteria. Furthermore, the rho\_c value, which is consistently higher than Cronbach's Alpha, indicates that the measurement model used in the SEM-PLS approach has been well optimized. Therefore, this model is declared valid and can be used to test the relationships between latent variables in the next stage of structural analysis.

**Table 3.5. R-Square Test Results**

Research Variables	R-square	R-square adjusted
Intention To Buy	0.763	0.761
Social Support	0.551	0.549
Trust	0.609	0.606

Source: Researcher Processed Data (2025)



**Figure 3. Structural Model with Significance of P Value**

Source: Researcher Processed Data (2025)

Hypothesis testing in this study used the Partial Least Square (PLS) approach with the bootstrap technique to address the issue of abnormal data distribution. The following are the results of the hypothesis analysis tested:

**Table 3.6. Direct Effect Test Results (Path Coefficient)**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
SCIS -> SS	0,742	0,742	0,054	13,639	0,000	Positive and significant
SCIS -> T	0,372	0,371	0,076	4,916	0,000	Positive and significant

SS -> T	0,463	0,464	0,079	5,844	0,000	Positive and significant
PPR -> ITB	-0,525	-0,525	0,033	16,127	0,000	Negative and significant
T -> ITB	0,523	0,524	0,031	16,603	0,000	Positive and significant

With this approach, the study tested five main hypothesis paths. The results show that Social Commerce Information Sharing (SCIS) has a positive and significant effect on Social Support (SS) and Trust (T), supporting hypotheses H1 and H2. Social Support was also found to have a positive effect on Trust (H3). Trust was proven to significantly encourage Intention To Buy (ITB), thus supporting hypothesis H5. On the other hand, Perceived Privacy Risk (PPR) has a negative effect on ITB, which strengthens hypothesis H4. Thus, all hypothetical paths in this research model are empirically supported by the data.

### 3.2 Discussion

This study seeks to expand the understanding of social commerce behavior among Generation Z, with particular emphasis on their engagement with the TikTok platform. The research framework is grounded in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). TRA posits that an individual's behavioral intention is shaped by their attitude toward the behavior and the subjective norms they perceive, while TPB extends this model by incorporating perceived behavioral control as an additional determinant. Within the context of this study, Trust and Perceived Privacy Risk are conceptualized as attitudinal factors, whereas Social Commerce Information Sharing and Social Support are positioned as reflections of subjective norms within Generation Z's online social environment.

#### 1. The Effect of Social Commerce Information Sharing on Social Support

Social Commerce Information Sharing (SCIS) has a significant positive effect on Social Support (SS) with a coefficient of 0.742 and a p-value of 0.000. This means that the more shopping experience information shared by TikTok users, the higher the Social Support felt. Product information voluntarily shared by other users can foster a sense of mutual assistance and strengthen the digital community in the context of shopping..

When viewed from the characteristics of the respondents, most of them are in the 17–24 age range (70.43%), which is a generation that is accustomed to socializing digitally. The majority of respondents are female (56.09%), who generally have a higher tendency to establish and respond to social relationships. In addition, the highest duration of TikTok usage was in the range of 2–4 hours per day (43.48%), showing that they are highly exposed to experience-based and recommendation-based content. Therefore, features that enable information exchange (such as comments, video reviews, or live reviews) can be maximized to strengthen the feeling of support from fellow users.

Based on the results of descriptive analysis of the Social Commerce Information Sharing (SCIS) variable, an average value of 0.868 was obtained. The statement with the highest average value was SCIS1, namely "If my friend asks for advice about a product on TikTok, I will give advice based on my experience" with a value of 0.883. Meanwhile, the statement

with the lowest average score was SCIS4, namely “If my friends provide information about products they bought on TikTok, I will consider it,” with a score of 0.852. This figure shows that TikTok users tend to be more motivated to actively contribute by sharing their experiences, rather than just being recipients of information. This indicates a high intention to share as a form of social participation on the platform.

The tendency to actively share information in the form of personal experiences shows that TikTok users see this platform not only as a place to consume content, but also as a space for meaningful social interaction. This is important in creating a sense of connection between users, which is the foundation for the formation of digital Social Support. Thus, companies can strengthen consumer engagement and loyalty through feature designs that encourage the sharing of authentic experiences.

## 2. The Effect of Social Commerce Information Sharing on Trust

SCIS has a significant positive effect on Trust with a coefficient of 0.372 and a p-value of 0.000. This shows that product information shared by TikTok users builds Trust in sellers, products, and platforms. Free (organic) social information is considered by consumers to be an authentic reference.

When looking at the characteristics of respondents, the majority are aged 17–24 (70.43%) and female (56.09%), who are generally more selective in choosing products and pay attention to social opinion before buying. With the majority using TikTok for 2–4 hours per day (43.48%), Trust is likely to be formed through repeated and consistent exposure to information from the user community. Therefore, platforms and brands need to ensure that the eWOM that emerges has a narrative that is honest and in line with the reality of the product.

Based on the descriptive analysis results for the Social Commerce Information Sharing variable, the average score was 0.868. The statement with the highest average score was SCIS1, namely “If my friend asks for advice about a product on TikTok, I will give advice based on my experience” with a score of 0.883. Meanwhile, the statement with the lowest average score was SCIS4, namely “If my friend provides information about a product they bought on TikTok, I will consider it,” with a score of 0.852. This shows that the aspect of Trust is built more strongly when the information comes from shared direct experiences, rather than just passive information from other people. Trust emerges as a response to active involvement in the digital community.

This experience-based social interaction creates a perception of authenticity that forms the foundation of Trust. The more active users are in sharing their shopping experiences, the greater the chance of Trust being formed among users. Therefore, SCIS not only functions as a sharing tool, but also as a mechanism for shaping perceptions of reliability and credibility, both towards products and sellers, as well as the platform.

## 3. The Effect of Social Support on Trust

Social Support has a significant positive effect on Trust, with a coefficient of 0.463 and a p-value of 0.000. The emotional and informational support received from TikTok users

makes consumers feel more comfortable and confident in the shopping process. A responsive digital community provides a sense of security and increases Trust in the platform ecosystem.

When viewed from the characteristics of respondents, the dominance of the 17–24 age group (70.43%) and female gender (56.09%) shows that social values such as support, empathy, and mutual assistance are important elements in building Trust. Most respondents use TikTok for 2–4 hours (43.48%), indicating high engagement that supports the formation of positive digital interactions. Therefore, Trust can be strengthened by improving the quality of social interactions, such as helpful comments, friendly discussion columns, and user support features.

Based on the results of descriptive analysis of the Social Support (SS) variable, the average score was 0.833. The statement with the highest average score was SS1, namely “When facing difficulties, some people on TikTok will take my side” with a score of 0.854. Meanwhile, the statement with the lowest average score was SS7, “When facing difficulties, some people on TikTok will help me find the cause and give advice,” with a score of 0.792. This indicates that emotional support (advocacy) is felt more than instrumental support (concrete solutions), which can form the basis of Trust between users.

Empathetic emotional support builds deeper psychological bonds between users, which ultimately strengthens Trust. Digital communities such as TikTok Shop serve not only as a medium for transactions, but also as a forum for interaction and solidarity. Brands and platforms that are able to facilitate supportive social interaction can gain greater Trust from their users.

#### 4. The Effect of Perceived Privacy Risk on Intention To Buy

Perceived Privacy Risk (PPR) has a significant negative effect on Intention To Buy (ITB), with a coefficient of -0.525 and a p-value of 0.000. This means that the higher the Perceived Privacy Risk felt by users when using TikTok, the lower their intention to purchase new products. DisTrust of personal data security is a barrier to shopping decisions, especially in the context of algorithm-based social media platforms and data collection.

Judging from the characteristics of the respondents, the majority were Generation Z aged 17–24 years (70.43%), a generation known to be critical of data and digital privacy issues. Women, as the majority group (56.09%), were also found to be more cautious about the potential misuse of personal information when shopping online. Most use TikTok for 2–4 hours per day (43.48%), which means they are quite aware of content and advertising personalization systems based on user behavior. Therefore, privacy concerns are an important factor that platforms must address in order to maintain purchasing interest.

Based on the descriptive analysis of the Perceived Privacy Risk variable, the average score was 0.864. The statement with the highest average score was PPR3, “I suspect that my privacy is not well protected when using TikTok,” with a score of 0.889. Meanwhile, the statement with the lowest average score was PPR4, namely “I am concerned that the personal information I provide to TikTok may be misused,” with a score of 0.851. This shows that the level of concern about privacy is relatively high and is a major consideration in user shopping behavior.

The high perception of privacy risk indicates that TikTok, as a social commerce platform, must be able to improve the transparency of data management and guarantee user privacy protection. Brands that advertise or sell on TikTok also need to pay attention to this aspect, for example by displaying a clear privacy policy and providing additional security options. If privacy issues are not taken seriously, it will hinder the potential for purchases even if social factors and Trust have already been established.

#### 5. The Effect of Trust on Intention To Buy

Trust has a significant positive effect on Intention To Buy with a coefficient of 0.524 and a p-value of 0.000. This means that the higher the level of user Trust in the TikTok platform, the greater their Intention To Buy new products. Trust is a key element in overcoming consumer doubts about product authenticity, transaction security, and seller credibility on social commerce platforms.

When viewed from the characteristics of the respondents, the majority came from the Generation Z age group (21–24 years old, 35.65%) and women (56.09%), who tend to need a sense of security when shopping online. The dominant duration of TikTok usage is in the range of 2–4 hours per day (43.48%), indicating a high level of exposure to review content and other users' experiences, which contributes to building Trust gradually. Thus, Trust is not only functionally important but also emotionally important in purchasing decisions.

Based on the descriptive analysis of the Trust variable, the average value obtained was 0.900. The statement with the highest average value was T1, namely “The performance of TikTok users in sharing content related to shopping experiences always meets my expectations” with a value of 0.911. Meanwhile, the statement with the lowest average value was T2, namely “TikTok users can be considered a good online community,” with a value of 0.884. This confirms that Trust is formed not only because of a supportive community, but mainly because of user expectations regarding the accuracy and consistency of the shopping content shared.

The high Trust score for TikTok content and community shows that this platform has successfully created an ecosystem that supports digital shopping behavior. Therefore, to increase consumer purchase intent, brands need to consistently manage perceptions of Trust through information transparency, authentic reviews, and fostering honest relationships with users. In this context, Trust becomes the main foundation for turning social interactions into actual purchases.

#### *Theoretical Implications*

The results of this study contribute to advancing the literature on social commerce in several important ways. First, the research validates and extends the concept of Social Commerce Information Sharing (SCIS) as a factor that affects both Social Support and online Trust. Previous studies have primarily examined sharing activities as components of relationship quality (Sheikh et al., 2019) or as direct antecedents of Trust (Hajli, 2015; Lin et al., 2019). However, the present findings demonstrate that SCIS also plays a crucial role in fostering Social Support among user communities, particularly within the TikTok platform. This outcome

enhances the theoretical understanding of community-driven engagement in the social commerce ecosystem.

Second, this study enriches the application of Social Support Theory by emphasizing how informational and emotional support contribute to the development of Trust in online contexts. Distinct from earlier works that focused on the effect of Social Support on performance-related outcomes (Hajli, 2014), this study underscores the significance of psychosocial mechanisms occurring among Generation Z users.

Third, the results of the analysis show that the effect of Social Support on Trust ( $\beta = 0.422$ ) is in line with previous cross-generational studies (Lin et al., 2019:  $\beta = 0.407$ ; Hajli, 2015:  $\beta = 0.40$ ), but much higher than studies that view Trust as part of relationship quality (Sheikh et al., 2019; Liang et al., 2011:  $\beta = 0.115$  and  $0.260$ ). This reinforces the argument that online Trust needs to be positioned as an independent construct in digital consumer behavior models.

Fourth, the results of this study indicate that Trust has a significant influence on purchase intention among Generation Z ( $\beta = 0.583$ ), which is higher than previous studies that examined older age groups (Hajli, 2015:  $\beta = 0.375$ ; Lin et al., 2019:  $\beta = 0.28$ ). This strengthens the theoretical path from Trust to Intention To Buy and provides a new understanding that Generation Z places greater emphasis on Trust than previous generations.

Fifth, our findings challenge the conventional assumption that Perceived Privacy Risk always reduces purchase intent. Contrary to previous literature (Liao et al., 2011; Priporas et al., 2017; Wang & Herrando, 2019), the results of this study show that despite high privacy concerns (mean = 0.889), Generation Z still shows strong purchase intention. This suggests that Trust in the community and platform can offset concerns about privacy risks. While Pavao and Khalil (2019) have observed this phenomenon, this study is one of the first to quantitatively validate this effect in the context of Generation Z.

### *Managerial Implications*

The findings of this study have strategic implications for social commerce managers, especially those targeting Generation Z consumers in Indonesia. The results show that Social Commerce Information Sharing (SCIS) and Social Support play an important role in shaping Trust, which ultimately influences Intention To Buy. Therefore, companies and social commerce platform managers such as TikTok Shop need to create a digital environment that encourages active user participation in sharing authentic shopping experiences.

Social commerce managers are advised to facilitate information exchange between users by providing interactive features, such as open comment systems, video-based reviews, or testimonial-based live shopping (Hajli, 2015; Chen et al., 2023). These features can increase perceptions of Trust because the content shared is organic and comes from fellow users. In addition, integrating reward mechanisms for active users, such as “top reviewer” or “verified buyer” badges, can strengthen the Trust structure within the digital community (Zaheer et al., 2024).

Furthermore, the high level of Trust formed from Social Support shows the importance of creating an online community that is emotionally and informationally responsive. Generation Z users, who predominantly responded to this study, value interactions that show empathy, support,

and a sense of togetherness. Therefore, communication strategies that include emotive cues such as emojis, stickers, and personalized instant reply features can increase the sense of connection (Kozinets, 2021). This strategy is in line with the hypermediated social interaction approach that facilitates the feeling of “being there” in the digital world (Kim et al., 2021).

In the context of Perceived Privacy Risk, the results of this study also show that high concerns about the misuse of personal data have a negative impact on Intention To Buy. Although Generation Z has a certain level of tolerance for data tracking for the sake of convenience and personal recommendations (Lv et al., 2024), managers must still prioritize ethics in system design. Efforts such as transparency in privacy policies, providing control over personal data, and explicit notification when data is used for personalization should be standard in platform operations.

In addition, consumer education through digital awareness and privacy literacy campaigns is also an important step in building long-term Trust. Engaging Trusted KOLs (Key Opinion Leaders) or content creators to educate about digital transaction security can also be an effective communication strategy in building user credibility and loyalty.

Finally, platform managers can perform segmentation based on digital social behavior (e.g., level of activity in sharing information or need for Social Support) to develop more accurate content personalization and intervention strategies. In this way, companies not only increase user purchase intent, but also strengthen the emotional and psychological connection between users and the platform.

#### **4. Conclusion**

This study examines social commerce from the lens of Generation Z in Indonesia, a demographic increasingly shaping the online shopping landscape yet relatively underexplored in academic research. By incorporating the constructs of Social Support, Social Commerce Information Sharing, Perceived Privacy Risk, and Trust, the study highlights the significant role of Social Support and information-sharing activities in fostering online Trust. The results further reveal that, compared to other age groups, the impact of Trust on Intention To Buy is particularly pronounced among Generation Z consumers.

Interestingly, despite high levels of privacy concerns, Generation Z still shows a strong Intention To Buy. This indicates a shift in attitudes towards privacy, where Trust in the community and social experiences can offset Perceived Privacy Risk. Therefore, we emphasize the importance of s-commerce management that not only focuses on technical features but also creates a safe, supportive environment that encourages active user participation.

This study enriches the social commerce literature by providing new insights into the behavior of Generation Z and offering practical guidance for platform managers to develop adaptive and sustainable strategies. Further studies are recommended to explore in greater depth the psychological and social aspects that shape digital purchasing decisions among this generation.

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Appendix

**Appendix 1 Overview of Respondents**

<b>Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Female	129	56.09%
	Male	101	43.91%
<b>Residence</b>	Jawa	91	39.57%
	Sumatera	50	21.74%
	Sulawesi	30	13.04%
	Kalimantan	25	10.87%
	Nusa Tenggara & Bali	18	7.83%
	Maluku & Papua	16	6.96%
<b>Age</b>	21-24 years	82	35.65%
	17-20 years	80	34.78%
	25-28 years	68	29.57%
<b>How long do you spend on the TikTok app each day?</b>	2–4 hours	100	43.48%
	< 2 hours	68	29.57%
	> 4 hours	62	26.96%
<b>How often do you shop through TikTok Shop (including Live Shopping) in a month?</b>	3–5 times	90	39.13%
	1–2 times	77	33.48%
	> 5 times	63	27.39%
<b>Monthly income range</b>	1.000.000 - 5.000.000	107	46.52%
	< 1.000.000	67	29.13%
	5.000.000 - 10.000.000	45	19.57%
	> 10.000.000	11	4.78%
<b>Types of products purchased on TikTok Shop</b>	Clothing & Accessories	151	20.32%
	Food & Beverages	150	20.19%
	Electronics & Gadget Accessories	104	14.00%
	Beauty & Personal Care	103	13.86%
	Health Products	63	8.48%

	Automotive	62	8.34%
	Hobbies & Toys	58	7.81%
	Household Appliances	34	4.58%
	Baby & Children's Needs	18	2.42%

Appendix 2

Latent and manifest variables	Mean	Std. dev.	Cronbach's Alpha	AVE
<i>Intention To Buy a New Product</i>			0.895	0.760
Before I buy a new product, I will look for recommendations from TikTok reviews.	0.876	0.022		
I am willing to recommend good new products to my friends on TikTok.	0.856	0.022		
I am willing to share my shopping experience in buying new products on TikTok through reviews.	0.854	0.023		
I will look for recommendations from other people on TikTok to buy new products.	0.893	0.018		
<i>Perceived Privacy Risk</i>			0.888	0.749
I am concerned that TikTok collects too much personal information about me.	0.852	0.021		
I am concerned that unknown third parties may access my personal information through TikTok.	0.865	0.023		
I suspect that my privacy is not well protected when using TikTok.	0.889	0.017		
I am concerned that the personal information I provide to TikTok could be misused.	0.851	0.019		
<i>Social Commerce Information Sharing</i>			0.892	0.755
If my friends ask me for advice about a product on TikTok, I am willing to share it with them.	0.883	0.020		
If my friends give me information about products they bought on TikTok, I will consider it.	0.852	0.025		
If I need recommendations on new products, I will consider my friends' experiences on TikTok.	0.875	0.021		
If a TikTok creator shares their experience with a product on TikTok, I will take it into consideration in my purchasing decision.	0.860	0.019		
<i>Social Support</i>			0.928	0.697
When faced with difficulties, some people on TikTok will take my side.	0.854	0.023		
When facing difficulties, some people on TikTok will comfort and encourage me.	0.828	0.025		
When facing difficulties, some people on TikTok will listen to me talk about my personal feelings.	0.842	0.022		

When facing difficulties, some people on TikTok will show concern and care for my well-being.	0.848	0.025		
On TikTok, some people will give me advice when I need help.	0.840	0.029		
When I encounter a problem, some people on TikTok will provide information to help me solve it.	0.830	0.027		
When facing difficulties, some people on TikTok will help me find the cause and offer advice.	0.792	0.031		
<i>Trust</i>			0.884	0.812
The performance of TikTok users in sharing content related to shopping experiences always meets my expectations.	0.911	0.013		
TikTok users can be considered a good online community.	0.884	0.018		
TikTok users are a reliable online community.	0.906	0.015		