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## **The Effect of Trust and Customer Engagement on Buying Interest of Pakuan University Students in the Tiktok Shop Application**

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### **ABSTRACT**

*The rapid development of internet technology in Indonesia has changed people's shopping behavior, especially through social commerce platforms such as TikTok Shop. TikTok Shop is a platform where users can buy products from sellers who sell through TikTok videos. This study aims to analyze the effect of trust and customer engagement on buying interest in TikTok Shop among Pakuan University students. The research method used is quantitative with associative research type. Data was obtained from distributing questionnaires to 100 respondents. Determination of the number of samples using the Slovin formula with a non-probability sampling method based on accidental sampling. The results of the study with multiple linear regression tests show that trust and customer engagement have a positive and significant effect on buying interest in Pakuan University students.*

**Keywords:** *Trust, Customer Engagement, Purchase Intention*

### **INTRODUCTION**

The development of technology and the internet in Indonesia is currently growing very rapidly, such as internet networks that are increasingly widespread and easy to reach (Aprilia, 2021). In 2023, Indonesia has 212.9 million internet users, or around 77% of the total population of 276.4 million. Of these, 167 million individuals or around 60.4% of the total population are active users of social media. We Are Social (2023). Social media as a type of online media that operates with web-based technology changes the way of communication from oneway to two-way or interactive dialog. (Waskithoaji et al., 2022). Most of the population continues to utilize technology to meet their needs, whether to get information, communicate, or even shop online. (Sari, 2023).

According to data from We Are Social (2023), platforms such as WhatsApp, Instagram, Facebook, and TikTok are the social media with the most users in Indonesia. TikTok as a prominent social media not only provides entertainment content, but also educational, informational, and business content. One of the

business features offered by Tiktok is Tiktok Shop which was launched in April 2021 and has 126.8 million users. Tiktok Shop is a social commerce platform that allows users to buy products from sellers through Tiktok videos. Social commerce involves social activity and user interaction through social media platforms, allowing users to share, buy, and sell products in a more personalized and interactive way." (Hossain & Rahman, 2023). The Tiktok Shop work system is different from Facebook and Instagram, buyers can directly buy the desired item in the Tiktok application without visiting the website provided by the store or downloading other applications. Starting from the product catalog, chat services with sellers, to payments made directly from the Tiktok application. (Tusanputri & Alyasinta, 2021).

Tiktok Shop offers a live streaming feature, where sellers and buyers interact directly via video. (Ivoniasari & Abadi, 2023). The live streaming feature provides a great opportunity for entrepreneurs to reach more buyers and increase sales. (Yudha et al., 2022). Real-time interactions such as live streaming with buyers can build trust and customer engagement. According to IPSOS Indonesia data (2024), TikTok Live has a consumer awareness rate of 87%, second only to Shopee Live. These real-time interactions provide an opportunity for sellers to increase customer trust and engagement, which significantly affects consumer purchase intention (Goetha & Manafe, 2022).

The Tiktok Shop feature was closed at the end of 2023. This closure is due to licensing issues that are not in accordance with Indonesian regulations. Tiktok Shop was reactivated in January 2024 by establishing a strategic partnership or partnering with Tokopedia. This collaboration has proven effective in increasing consumer confidence, reflected in an additional 18 million new Tokopedia users in a short time (Databoks, (2024). Customer reviews play an important role in shaping consumer buying interest. According to Chen et al., (2022) positive reviews can significantly increase consumers' purchase intention as they feel more confident in the quality of the products and services offered. Conversely, negative reviews can damage reputation.

Purchase interest is a consumer's interest in a product or platform by seeking additional information. A consumer who begins to develop buying interest will be encouraged to find out the quality of the product or platform. The quality of information received through online reviews has a significant impact on purchase intention. (Zhu et al., 2020). The next problem that researchers find is that there are many similar products sold at TikTok Shop at relatively the same price but with different qualities, requiring consumers to be more selective in choosing products. This study aims to analyze the effect of trust and customer engagement on buying interest in TikTok Shop among Pakuan University students.

## RESEARCH METHODOLOGY

The research method used in the research is quantitative with the type of associative research that aims to find the relationship between the variables studied. data collection methods are carried out by 1) distributing questionnaires to respondents, 2) literature studies in the form of literature reviews, books, e-books, previous research and official websites related to this research. The measurement scale technique for the questionnaire used is the Likert scale. The measurement scale used is strongly agree, agree, disagree, disagree and strongly disagree.

The population of this study were Pakuan University students in the even semester period 2023, totaling 13,917 students. The sample size of this study was 100 respondents based on the Slovin formula. Details of the number of samples from the Faculty of Law were 12, Faculty of Economics and Business 25, Faculty of Teacher Training and Education 8, Faculty of Social Sciences and Cultural Sciences 23, Faculty of Engineering 10, and Faculty of Mathematics and Natural Sciences 23. The sample withdrawal method used is a non-probability sampling method based on accident sampling, which is a sampling technique by chance or anyone who happens to be considered suitable for the sample characteristics.

Researchers conducted an instrument test or pre-test to find out whether respondents understood the questions. Validity and reliability tests are used to test the reliability and validity of the questionnaire. The data analysis method used is descriptive analysis, which is used to provide an objective and in-depth description of the research object. Furthermore, a classical assumption test was conducted, which included normality and linearity tests. Then the t-test, coefficient of determination, and simple linear regression were conducted. The SPSS 26 program was used to process the data.

## RESULT AND DISCUSSION

### *Validity Test Analysis*

Before the questionnaire was distributed to respondents, validity and reliability tests were carried out. The validity test results are in Table 1 below.

Table 1. Validity Test Results Trust variables, customer engagement and purchase intention variables

Variable	Dimensions	Item	R-table	R-count	Description
Trust	Benevolence.	X1.1	0,361	0,587	Valid
		X1.2	0,361	0,592	Valid
		X1.3	0,361	0,800	Valid
	Ability	X1.4	0,361	0,766	Valid
		X1.5	0,361	0,829	Valid

Variable	Dimensions	Item	R-table	R-count	Description
	Integrity	X1.6	0,361	0,838	Valid
		X1.7	0,361	0,875	Valid
		X1.8	0,361	0,803	Valid
		X1.9	0,361	0,852	Valid
		X1.10	0,361	0,895	Valid
	Willingness To Depend	X1.11	0,361	0,860	Valid
		X1.12	0,361	0,833	Valid
		X1.13	0,361	0,665	Valid
	Customer Engagement	Affection	X2.1	0,361	0,494
X2.2			0,361	0,686	Valid
X2.3			0,361	0,665	Valid
X2.4			0,361	0,482	Valid
Participation		X2.5	0,361	0,633	Valid
		X2.6	0,361	0,784	Valid
		X2.7	0,361	0,780	Valid
		X2.8	0,361	0,708	Valid
Social Interaction		X2.9	0,361	0,826	Valid
		X2.10	0,361	0,787	Valid
		X2.11	0,361	0,839	Valid
		X2.12	0,361	0,855	Valid
Purchase Intention	Transactional Interest	Y.1	0,361	0,857	Valid
		Y.2	0,361	0,811	Valid
	Referential Interest	Y.3	0,361	0,851	Valid
		Y.4	0,361	0,827	Valid
		Y.5	0,361	0,727	Valid
	Preferential Interest	Y.6	0,361	0,897	Valid
		Y.7	0,361	0,805	Valid
	Explorative Interest	Y.8	0,361	0,655	Valid
		Y.9	0,361	0,711	Valid

Variable	Dimensions	Item	R-table	R-count	Description
		Y.10	0,361	0,767	Valid

Source: data processed, 2024

The validity test results were given to 30 respondents. The validity test requirement to be considered eligible is R table = 0.361. So, if the correlation between the question items and the total score is less than 0.361, the question items in the instrument are invalid. So that based on the results of the validity test it can be concluded that all statements in the questionnaire have a value of R count > R table, which means that all statements used in the questionnaire are valid and suitable for use as research instruments.

### *Reliability Test*

Table 2. Overall Variable Reliability Test Results

Questionnaire Items	Conclusion Criteria			Description
	Cronbach Alpha	R-table	N of items	
Trust	0,947	0,947 > 0,60	13	Reliable
Customer Engagement	0,910	0,910 > 0,60	12	Reliable
Purchase Intention	0,933	0,933 > 0,60	10	Reliable

Source: Data processed, 2024

For the results of the reliability test in this study, it can be concluded that all variables are declared reliable. This can be seen from the value of the trust variable (X1) with a Cronbach alpha value of  $0.947 > 0.60$ . Variable customer engagement (X2) with a cronbach alpha value of  $0.910 > 0.60$ , and the value of the purchase intention variable (Y) with a cronbach alpha value of  $0.933 > 0.60$ .

### *Normality Test*

The data normality test in this study used the Kolmogorov-Smirnov test. All statistical calculations in this study used the help of SPSS 26 software. A data is said to be normal if the significance value is  $> 0.05$ .

Table 3. Normality Test Results

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000

	Std. Deviation	3.45140007
Most Extreme Differences	Absolute	.083
	Positive	.080
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.088 <sup>c</sup>

Source: Data processed, 2024

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the results of the normality test processed using SPSS Statistic version 26 for windows software with the One-Sample Kolmogorov-Smirnov Test, it can be seen that the Asymp. Sig. (2-tailed) value obtained is 0.088. These results indicate that the data generated is normally distributed, because it has met the basis for decision making in the normality test, namely if the resulting significance value is  $> 0.05$ .

Based on the test results, it shows that the variables of trust, customer engagement, and purchase intention in this study have a normal distribution and the variables used have met the assumption of normality in the distribution of data with the resulting value of  $0.088 > 0.05$ .

#### *Multicollinearity Test*

Table 4. Multicollinearity Test Results

Coefficients <sup>a</sup>		Collinearity Statistics	
		Tolerance	VIF
1	Trust	.400	2.500
	Customer Engagement	.400	2.500

a. Dependent Variable: Purchase Intention

Source: Primary data processed, 2024

Based on the results of the multicollinearity test processed using SPSS Statistic version 26 for windows software, it can be seen by looking at the Collinearity Statistics, the tolerance value obtained is 0.400 and the VIF value is 2.500. These results indicate that the data generated has met the basis for decision making in the multicollinearity test, namely if the tolerance value is not  $\geq 0.1$  and the VIF value is  $\leq 10.00$ . Based on the results of multicollinearity testing, the two variables have

no multicollinearity problems between the independent variables, namely trust (X1) and customer engagement (X2) with the results of a tolerance value of  $0.400 \geq 0.1$  and a VIF value of  $2.500 \leq 10.00$ .

*Heteroscedasticity Test*

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.580	1.152		3.975	.000
	Trust	.020	.036	.085	.548	.585
	Customer Engagement	-.070	.037	-.296	-1.895	.061

a. Dependent Variable: ABS\_RES

Source: Primary data processed, 2024

Based on the results of the heteroscedasticity test processed using SPSS Statistic version 26 for windows software, it can be seen that the Sig value obtained is 0.585 for the trust variable and 0.061 for the customer engagement variable. Based on these results, it shows that the data generated has met the basis for decision making in the heteroscedasticity test, namely if the Sig value  $> 0.05$  then the data does not occur heteroscedasticity.

*Multiple Regression Analysis*

Table 6. Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.463	1.754		-.264	.792
	Trust	.222	.054	.263	4.083	.000
	Customer Engagement	.606	.056	.697	10.829	.000

a. Dependent Variable: Purchase Intention

Source: Primary data processed, 2024

Based on the results of multiple regression analysis processed using SPSS Statistic version 26 software, the regression equation results are as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2$$

$$Y = -0,436 + 0,222X_1 + 0,606X_2$$

The table above shows the constant coefficient value of -0.436, the trust coefficient of 0.222 and the customer engagement coefficient with a coefficient of 0.606. So that the regression equation  $Y = -0.436 + 0.222X_1 + 0.606X_2$ . Based on the above equation, it is known that the constant value of -0.436 indicates that when there is no influence from trust and customer engagement, purchase intention will have a negative value of -0.436. The regression coefficient of the trust variable of 0.222 indicates that each increase of one unit of the trust variable, assuming the customer engagement variable is constant, will result in an increase in purchase intention of 0.222 units. This indicates a positive relationship between trust and consumer buying interest.

Furthermore, the regression coefficient of the customer engagement variable of 0.606 indicates that every one unit increase in customer engagement, assuming the trust variable is constant, will cause an increase in purchase intention of 0.606 units. The coefficient value of customer engagement which is greater than trust indicates that the customer engagement variable has a more dominant influence on purchase intention. Both independent variables have a positive relationship direction with purchase intention, which means that any increase in the value of trust and customer engagement will be followed by an increase in consumer buying interest.

*T test*

Table 7. T-test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.463	1.754		-.264	.792
Trust	.222	.054	.263	4.083	.000
Customer Engagement	.606	.056	.697	10.829	.000

a. Dependent Variable: Purchase Intention

Source: Data processed, 2024

$$t_{tabel} = t (a/2 : n-k-1)$$

$$A=5\% = t (0.05/2 : 100-2-1)$$

$$=0,025 : 97$$

$$=1,984$$

In accordance with the results of the t test above, the significance value of the effect of trust ( $X_1$ ), customer engagement ( $X_2$ ) on purchase intention (Y) is as follows:

1. Trust

Based on the table of T test results, it can be seen that  $t_{count}$  value obtained is 4.083, which means  $t_{count} > t_{table}$  ( $4.083 > 1.984$ ) with a significance value obtained of 0.000, which shows that the significance value in this study is  $0.000 < 0.05$  so it can be seen that  $H_0$  is rejected and  $H_a$  is accepted, which means that trust partially affects buying interest.

2. Customer Engagement

Based on the table of T test results, it can be seen that  $t_{count}$  value obtained is 10.829, which means  $t_{count} > t_{table}$  ( $10.829 > 1.984$ ) with a significance value obtained of 0.000, which shows that the significance value in this study is  $0.000 < 0.05$  so it can be seen that  $H_0$  is rejected and  $H_a$  is accepted, which means that customer engagement partially affects purchase intention.

3. From the calculated value, both variables are accepted or have a significant effect. The customer engagement variable is stated to be the most related to purchase intention, with a calculated value of 10.829.

*F test*

Table 8. F Test Results  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6153.446	2	3076.723	253.066	.000 <sup>b</sup>
Residuals	1179.304	97	12.158		
Total	7332.750	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Customer Engagement, Trust

Source: Primary data processed, 2024

The F test is basically carried out to test whether all independent or independent variables included in the model have a joint influence (simultaneously) on the dependent or dependent variable.

- The results of hypothesis testing show that the known  $F_{count}$  is 253.066, while the  $F_{table}$  value for the real level ( $\alpha$ ) of 5% and  $df_1 = k = 2$  while  $df_2 = n - k - 1$ , namely  $100 - 2 - 1 = 97$  is 3.090. In other words,  $F_{count} > F_{tabel}$  is  $253.066 > 3.090$  so it can be concluded that  $H_0$  is rejected  $H_a$  is accepted in other words, trust and customer engagement simultaneously affect purchase intention.
- Based on the results of the F test, it is also known that the significance value that appears is 0.000, which means sig F ( $0.000 < 0.05$ ), this shows that there is a strong significance in the independent variable on the dependent variable. The

conclusion is that trust and customer engagement have a simultaneous effect on purchase intention.

*Coefficient of Determination*

Table 9. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 <sup>a</sup>	.839	.836	3.487

a. Predictors: (Constant), Customer Engagement, Trust  
Source: Data processed, 2024

Based on Table 9, it can be seen that the coefficient of determination is 0.839, which means that the ability of the trust and customer engagement variables to explain the purchase intention variable is strong with a value of 83.9%, while 16.1 is explained by other variables not included in this study.

Consumers' positive experiences in using online shopping platforms play an important role in building trust in sellers, when consumers are satisfied with the quality of service received, they tend to consider sellers on these platforms as reliable parties. (Putu et al, 2022). Based on the results of the analysis that has been carried out, it is known that the trust variable has a regression value of 0.222 which indicates that trust has a positive effect on purchase intention. This shows that the higher the level of trust of Pakuan University students in the TikTok Shop application, the interest in buying products on the platform will increase. The t test results show that the  $t_{count}$  value = 4.083 which means  $t_{count} > t_{tabel}$  ( $4.083 > 1.984$ ) with a significant t of 0.000 because the significant t is less than 5% ( $0.000 < 0.05$ ) so that  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the trust variable has an effect on buying interest.

Customer engagement plays an important role in driving purchase intention on e-commerce platforms, such as TikTok Shop. When users feel comfortable in interacting with sellers and are actively involved in activities on the platform, this can increase their interest in the products offered. (Rahardja & Kuncara, 2023).. Based on the results of the analysis that has been carried out, it is known that the customer engagement variable has a regression value of 0.606 which indicates that customer engagement has a positive effect on purchase intention, so that if there is an increase in the number of customer engagement, it will increase the purchase intention at Tiktok Shop. The t test results show that the  $t_{count}$  value = 10.829 which means  $t_{count} > t_{tabel}$  ( $10.829 > 1.984$ ) with a significant t of 0.000 because significant t is less than 5% ( $0.000 < 0.05$ ) so  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the customer engagement variable has an effect on buying interest.

The results of simultaneous hypothesis testing carried out, related to trust and customer engagement on buying interest have a significant influence on buying interest, because it has  $F_{hitung} > F_{tabel}$  which is  $253.066 > 2.307$  and has a significance value ( $0.000 < 0.05$ ). In addition, the coefficient of determination obtained the Adjust R Square value of 0.839. This means that 83.9% of the purchase intention variable is influenced by the trust and customer engagement variables, while the remaining 16.1% is influenced by other factors not included in this study.

## CONCLUSION

Based on the results of the study, it can be concluded that trust and customer engagement on buying interest in the Tiktok Shop application among Pakuan University students. Efforts are needed to increase trust and strengthen customer engagement on the platform. With improvements and innovations in these two aspects, it is hoped that consumer buying interest can continue to increase, which in turn can drive product sales growth at TikTok Shop.

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