

**PENGARUH *SOCIAL PRESENCE* TERHADAP *PURCHASE INTENTION*
MELALUI *CUSTOMER TRUST* PADA *LIVE STREAMING SHOPPING*
TIKTOK @DDHIVAAAA**

SKRIPSI

diajukan untuk memenuhi sebagai syarat untuk memperoleh gelar Sarjana
Program Studi Bisnis Digital



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**PROGRAM STUDI S1 BISNIS DIGITAL
UNIVERSITAS PENDIDIKAN INDONESIA
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**PENGARUH *SOCIAL PRESENCE* TERHADAP *PURCHASE INTENTION*
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TIKTOK @DDHIVAAAA)**

ABSTRAK

Oleh

Nanda Devi Yulianti

Penelitian ini mengkaji pengaruh *social presence* terhadap *purchase intention* melalui *customer trust* dalam konteks *live streaming shopping* di TikTok @ddhivaaaa. Metode yang digunakan adalah pendekatan kuantitatif dengan kuesioner, melibatkan 130 responden, serta dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *social presence* berperan penting dalam membangun *customer trust*, dan *customer trust* secara signifikan meningkatkan *purchase intention*. Namun, *social presence of viewers* tidak berpengaruh signifikan terhadap *trust in streamer*, dan *trust in streamer* tidak memediasi hubungan antara keduanya. Sebagian besar pengaruh *social presence* terhadap *purchase intention* terbukti dimediasi oleh *customer trust*, baik pada produk maupun *streamer*. Temuan ini menegaskan pentingnya membangun kehadiran sosial yang kredibel dalam *live streaming* untuk meningkatkan kepercayaan dan mendorong niat beli. Pelaku *live commerce* disarankan menciptakan interaksi responsif, memperkuat citra *streamer*, serta menyampaikan informasi produk secara jujur dan persuasif.

Kata Kunci: *Social Presence, Customer Trust, Purchase Intention, Live Streaming*

***THE EFFECT OF SOCIAL PRESENCE ON PURCHASE INTENTION
THROUGH CUSTOMER TRUST IN LIVE STREAMING SHOPPING ON
TIKTOK @DDHIVAAAA***

ABSTRACT

By

Nanda Devi Yulianti

This study examines the influence of social presence on purchase intention through customer trust in the context of live streaming shopping on TikTok @ddhivaaaa. The research employed a quantitative approach using questionnaires, involving 130 respondents, and was analyzed using PLS-SEM. The results show that social presence plays an important role in building customer trust, and customer trust significantly enhances purchase intention. However, the social presence of viewers does not have a significant effect on trust in the streamer, and trust in the streamer does not significantly mediate the relationship between them. Most of the influence of social presence on purchase intention is mediated by customer trust, both in products and in the streamer. These findings highlight the importance of establishing a strong and credible social presence during live streaming sessions to foster trust and drive purchase intention. Live commerce practitioners are advised to create responsive interactions, strengthen the streamer's personal image, and deliver product information honestly and persuasively.

Keywords: Social Presence, Customer Trust, Purchase Intention, Live Streaming

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