



# Analysis Of Factors That Influence Purchase Intentions For Skintific Products Using Tiktok Shop Indonesia With Online Trust As Mediator Variable

Bhra Ciptaning Sekarlingga<sup>1</sup>, Arif Hartono<sup>2</sup>

<sup>1,2</sup>Islamic University of Indonesia

Corresponding author-cmail: \*[19311020@students.uii.ac.id](mailto:19311020@students.uii.ac.id)

## Abstract

*This study aims to test and analyze the influence of brand awareness, competitive price, information quality, and product delivery on brand trust and online purchase intentions for Skintific products through the TikTok Shop platform. The research approach used is quantitative. Data collected by distributing online questionnaires via Google Form. The sampling technique used non-probability sampling and purposive sampling method. The method used in this study is PLS- SEM, using the SmartPLS statistical software tool. Data analysis techniques used in this study are descriptive analysis and statistical analysis. The results of this study are brand awareness has a positive and significant effect on brand trust, but it has no effect on online purchase intention. Information quality has a positive and significant effect on brand trust. Product delivery has a positive and significant effect on brand trust. Competitive price has a positive and significant impact on purchase intentions, and brand trust has a positive and significant effect on online purchase intentions.*

**Keywords: Social commerce, Brand Trust, Purchase Intention, and TikTok Shop.**

## 1. INTRODUCTION

The development of technology has caused a shift from conventional to digital. This transition has an impact on all human activities. The transition can be seen in everyday life through the way humans communicate with each other. One of the impacts of technological advances that greatly affects human life today is the use of social media. Social media, which

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was originally only used as a means of supporting communication, is now starting to turn into a means of disseminating information and marketing products for business people. For some parties such as companies, organizations, and business people, social media makes it very easy for them in everything, such as providing information, introducing products, selling products, and even interacting with consumers directly. In terms of consumers, social media makes it easier for them to fulfill their needs and desires. In early 2022, it was found that as many as 4.62 billion of the total population in the world were social media users with an average of more than 1 million new users per day (Kemp, 2022).

Social media that we now encounter as a source of information as well as a means of marketing and selling products is known as social commerce (Lu et al., 2016). This term is used because social media is considered to have a complex function, not only functioning as a means of communication, but also as an online buying and selling site. The term social commerce is also a transition from a conventional business method to a customer-oriented method using Web 2.0 technology (Hajli et al., 2015). According to Wu & Li (2018), social commerce is a business model that uses social media as a means of commerce. Social commerce is a new model of e-commerce using social media and Web 2.0 features for trade transactions (Liu et al., 2021). This is what distinguishes social commerce from e-commerce. E-commerce comes with offering superior features and personalizing the experience, while social commerce offers collaborative experiences and social interactions online (Molinillo et al., 2021). One example of social commerce that is currently in use is TikTok. TikTok is an application that contains short videos on various aspects or categories. TikTok allows users to upload videos, share videos, comment, interact with fellow users, live stream, and shop. Short videos are in high demand online and can spread around the world in a short time (Wibowo & Yudi, 2021). In Indonesia, TikTok is the fourth most downloaded social media application after WhatsApp, Instagram, and Facebook (Kemp, 2022). TikTok is a platform that is very popular with social media users today because everyone can become a video creator easily and simply (Azizah et al., 2021). Of the various video categories available, fashion and beauty is one of the most popular categories on TikTok (Azizah et al., 2021).

Skintific is one of the skin care brands in Indonesia that formulates its products in Canada. Skintific has become a talked-about brand in recent times because of its products that are considered to improve all skin types at an affordable price. Skintific's TikTok account has reached 1.5 million followers and 7.5 million likes. In the account, they actively provide information about skin care and health. In addition, they also live stream to address their





followers directly, explain the benefits of their products, and provide regular discounts for followers who want to make purchases through their TikTok account. There are several studies that have analyzed the factors in social commerce that influence customer purchase intention. For example, Maia et al. (2019) found that social interaction, consumer engagement, economic benefits, brand awareness, and trust are factors that influence customer purchase intentions in social commerce. These factors positively influence customer purchase intentions in using social commerce. Another study conducted by Dabbous & Barakat, (2020) found more other variables that influence purchase intentions in social commerce. These variables include reputation, information quality, transaction security, product delivery, price competition, and trust.

In Indonesia itself, there has not been much research on the use of social commerce, especially TikTok as a platform for online transactions. In contrast to this research, research conducted by Ashoer & Said, (2020) discusses indicators such as financial, time, social, delivery, and sales risks to customer purchase intentions. The social commerce discussed in this study is Facebook, Twitter, and Instagram. Another research on social commerce in Indonesia is research from Rahman et al. (2020) which discusses the Facebook, Instagram, and Youtube platforms. In this study, the indicators used to measure research include performance expectations, effort expectations, social influence, facilities, hedonic motivation, and habits. So far, there is no research that discusses the TikTok platform with measurement indicators such as brand awareness, price competition, information quality, product delivery, trust, and purchase intention. Based on the explanation above, the authors decided to examine research with the title "Analysis of Factors Affecting Purchase Intention towards Skintific Products at TikTok Shop Indonesia Using Trust as a Mediator Variable." In this study, the authors examine the main factors that can predict customer purchase intentions in relation to the use of social commerce. These factors include price competition, brand awareness, product delivery, and information quality. This study uses the trust variable as a mediating variable on purchase intention in the context of social commerce.

## 2. Literature review

### 2.1 Theory Of Planned Behavior (Tpb)

As the basis of the research, this study uses the theory of planned behavior (TPB). This theory is explained through behavioral intentions that are influenced by subjective norms, attitudes, and perceptions of individual control (Ajzen, 1991). Subjective norms





contain individual perceptions about what can be done or cannot be done for a particular behavior (Jdm et al., 2018). This norm is influenced by beliefs, namely individual beliefs obtained from other people towards an attitude related to individuals (Ajzen, 2005). Attitude or commonly referred to as attitude towards behavior is assessed by a person's belief in the consequences of a behavior. These beliefs can strengthen individual attitudes if a behavior can provide benefits (Ajzen, 2005). Perceived individual control is an individual's perception of whether or not it is easy to realize a certain behavior (Ajzen, 2005).

## 2.2 Brand Awareness, Trust, and Purchase Intention

Brand awareness is a condition where consumers recognize and remember a brand under different conditions (Aaker, 1996). This condition is characterized by the ability of consumers to recognize a brand just by looking at a certain characteristic and remembering it for a long period of time. Brand awareness is a limitation regarding brand searches that will influence the purchase decision of a brand (Kapferer, 2008). This brand awareness is known as top of mind, which is necessary for any communication of the brand (Macdonald & Sharp, 2003). Brand awareness is the determining factor of users' initial trust online. In social commerce, brands have greater possibilities to promote their products and reach a wider range of consumers (Evans, 2008). Thus, brand awareness by users plays an important role in creating and growing trust in the brand. Brand awareness can be created through everything that makes users able to recognize a brand, for example through advertising, promotion, publicity, and so on (Dabbous & Barakat, 2020). Brand awareness is a key factor in anything related to brand search (Kapferer, 2008). Cowart & Goldsmith (2007) suggest that consumers who have brand awareness of a particular brand tend to shop online. Therefore, in the context of social commerce, the higher the consumer's brand awareness, the higher the commitment that will influence purchasing decisions.

## 2.3 Price Competition and Purchase Intention

In the context of social commerce, price is an important element that consumers must know before making a purchase. The rise of product sales competition in social commerce has led to price competition. Online transactions will lead to price competition and price standardization (Allen & Fjermestad, 2001). Grewal et al. (1998) explain that price is a value that consumers are willing to spend to buy a product or service. Consumers will more easily compare prices from two different vendors in social commerce than in conventional stores.





price as a determinant of the product's competitive position in the market. A company must be able to compete with prices that are relevant to market desires in order to remain competitive with competitors. In addition to offering low prices, a brand must be able to build their own value through quality that is different from others. The identity built from a brand will influence consumer perceptions in determining product purchase intentions.

#### **2.4 Information Quality and Trust**

In looking for something related to the wants and needs of users, of course, users prioritize the search for quality information. Especially with services that are all online, now users will find it easier to choose which information is valid and hoaxes. Information quality can be measured through how relevant, timely, and secure the information available on a website is (Liu & Arnett, 2000). High quality information can increase satisfaction, trust levels and encourage consumers to make purchases. Information that is accurate, easy to understand, and up-to-date will reduce their worries when making a purchase decision.

#### **2.5 Product Delivery and Trust**

In online transaction activities, a product will be usable by consumers when the product has been delivered by the seller. Kotler et al. (2008) found that product delivery is an activity carried out to make products available to customers. Tjiptono (2008) states that product delivery is one of the marketing activities that aims to get a product from producers to consumers. Basically, the product delivery process creates a transfer of property rights (Apriadi & Saputra, 2017). This activity is the process of moving products from the place where they are produced to the place where they will be used (Muttaqin et al., 2017). If consumers make online transactions, they have to wait some time for product delivery until the product is received by consumers (Huseynov & Yıldırım, 2016). Usually, there are some constraints in product delivery. For example, delays in delivery, high shipping costs, and lack of ways to track delivery status. Some of these obstacles must be avoided to achieve consumer trust. The faster the product process and delivery, the higher the user trust in using social commerce.

#### **2.6 Trust and Purchase Intention**

In the context of social commerce, trust is an important aspect that needs to be built by companies and felt by consumers. There are several definitions of trust. Morgan & Hunt





(1994) found that trust is cooperation between two parties who have confidence, reliability, and loyalty. Trust is a key concept and an important aspect that companies need to have to build bonds with consumers (Gefen & Straub, 2004). Trust is divided into two dimensions, namely cognitive trust and affective trust (Aiken & Boush, 2006). Cognitive trust is trust that depends on the ability and consistency of partners. Meanwhile, affective trust is trust based on the level of emotion, care, or concern (Kim & Park, 2013). In general, trust is defined as the willingness to rely on a trusted partner (Moorman et al., 1993). Trust in online buying and selling is important because it reduces concerns about the quality of the products offered (Gefen & Straub, 2004).

### 3. RESEARCH METHOD

In this study, the authors examine the main factors that can predict customer purchase intentions in relation to the use of social commerce. These factors include price competition, brand awareness, product delivery, and information quality. This study uses the trust variable as a mediating variable on purchase intention in the context of social commerce. With regard to the methodology, a total of 220 respondent in Indonesia, the sample criteria in this study are TikTok application users who know the Skintific brand. was used. The current study has also employed non-probability purposive sampling. and data was collected using questionnaires that comprised of close-ended questions. Purposive sampling was especially selected because they are easily accessible to researchers (Sekaran and Bougie, 2013). This approach is typically used in exploratory studies as it is not time-consuming nor is it costly in the selection process of a random research sample. More importantly, this sampling technique was chosen because it has been used extensively in many of the similar literature (Sastika, 2016; Febriyantoro, 2020;Fadhillah et al., 2020). Additionally, the questionnaire was designed to address the data ranging from respondents' demographic information to all independent and dependent variables of this study. Measurement for all the variables was designed in five-point Likert scale with 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree. The data were further analysed using SmartPLS to perform the measurement model and the structural model.





#### 4. RESULT

##### 4.1 Descriptive Analysis of Respondent Profiles

In this study, there are two categories of gender of respondents used, namely male and female. Of the 220 samples used, the following data was obtained:

**Table 1. Gender**

Gender	Total	Precentage
Women	195	88,7%
Men	25	11,3%
<b>Total</b>	<b>220</b>	<b>100%</b>

Based on the data above, it can be concluded that TikTok Shop users who know the Skintific brand are dominated by female respondents of 88.7% or 195 people and the remaining male respondents are 11.3% or 25 people.

##### 4.2 Age of Respondents

In this study, the age of respondents is divided into six categories, namely  $\leq 20$  years, 21-25 years, 26-30 years, 31-35 years, 36-40 years, and  $\geq 40$  years. Based on the results of 220 respondents, the age characteristics of the respondents are presented in table 4.2 below:

**Table 2. Age**

Age	Total	Precentage
$\leq 20$ years	41	18,7%
21-25 years	172	78,1%
26-30 years	5	2,2%
31-35 years	1	0,5%
36-40 years	1	0,5%
$\geq 40$ years	-	-
<b>Total</b>	<b>220</b>	<b>100%</b>

Based on the data above, it can be seen that the majority of respondents in this study were respondents aged 21 to 25 years, namely 172 respondents. This can happen because



this age range is a productive age that is very active on social media or social commerce. Furthermore, respondents with ages  $\leq 20$  years were 41 respondents. Respondents aged 26 to 30 years were 5 people. Finally, respondents aged 31 to 35 years and  $\geq 40$  years were 1 person.

### 4.3 Statistical Analysis

SEM analysis assisted by the Smart PLS application was used in this study. This analysis uses two models, namely the outer model (measurement model) and the inner model (structural model). Outer model is used to test the reliability of indicators on latent variables by testing reliability and validity, outer models that use reflexive indicators are basically calculated using convergent and discriminant validity. While the inner model is used in testing the correlation between variables with analyze the R-Square value on latent variables.

### 4.4 Measurement Model Analysis (Outer Model)

In evaluating the measurement model, the validity of the measurement model can be done by testing convergent and discriminant validity. Convergent validity can be seen from the loading factor value. The loading factor value must be more than 0.7 and the average variance extracted (AVE) value must be greater than 0.5. In this study, the loading factor value used is 0.7.

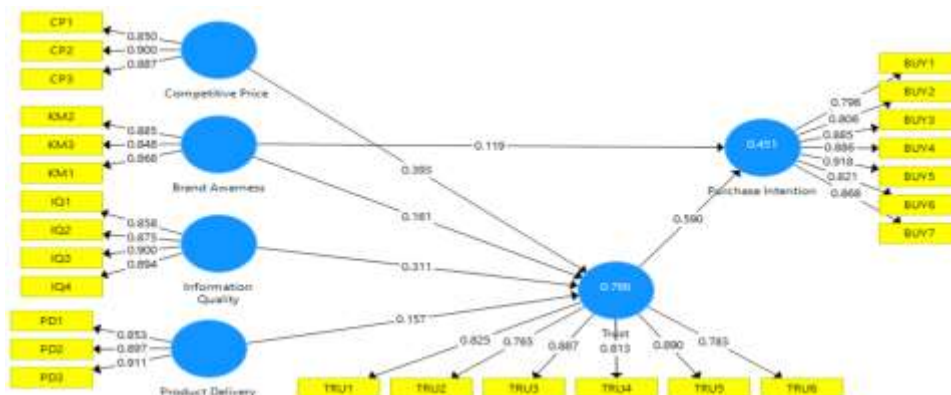


Figure 1. Outer Model





Based on the results of testing the measurement model (outer model), the outer loading value is obtained above the minimum limit of 0.7 for 26 indicators representing 6 variables in this study, so it can be stated that all variables have met the convergent validity test, namely all valid indicators.

#### 4.5 Structural Model Analysis (Inner Model)

##### a. Goodness-of-Fit Indeks

In assessing the structural model (inner model) there are several things that must be met. Goodness of Fit is a method of approaching a predicted value to the value being observed in the research variable. A structural model generally consists of factors and arrows that show the correlation between one factor and another. In principle, Goodness of Fit (GoF) in a study is useful for testing a research model so that it can adequately explain empirical data or not (Garson, 2016).

**Table 3. Goodness-of-Fit Indeks**

Variable	AVE	R Square
Competitive Price	0,773	
Brand Awareness	0,752	
Information Quality	0,778	
Product Delivery	0,788	
Trust	0,687	0,766
Purchase Intention	0,732	0,451
Mean	0,751	0,609

After calculating the GoF, a value of 0.676 was obtained, which indicates that the empirical data is very compatible with the research model because it is above 0.36.

##### b R-square Test and Q<sup>2</sup>

**Table 4. R Square Value**

Variable	R Square	Category
Trust	0,766	Strong
Purchase Intention	0,451	Mild

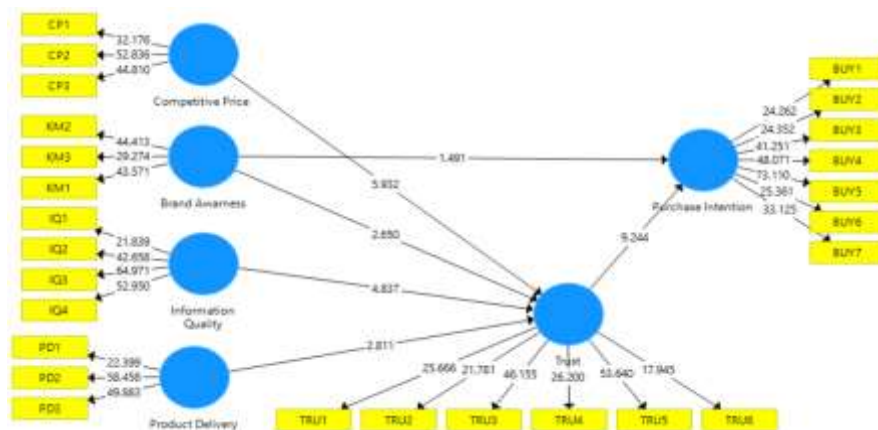


Based on Table 4. which has been explained above, shows the R-Square value of the trust variable of 0.766 and the purchase intention variable of 0.451. The R-Square value of the trust variable is 0.766, which means that the trust variable can be explained by 76.6% by the competitive price, brand awareness, information quality, product delivery, purchase intention variables with a strong category. While the purchase intention variable of 0.451 means that it can be explained by 45.1% by competitive price, brand awareness, information quality, product delivery, trust with a moderate category.

**Table 5. Q<sup>2</sup>Value**

Variable	Q <sup>2</sup>	Category
Trust	0,514	Strong
Purchase Intention	0,322	Weak

In this study, predictive relevance is obtained through the blindfolding calculation method where the value of the dependent variable produces a value greater than the rule of thumb, namely  $Q^2 > 0$ , so that the model in this study has predictive relevance. The results of data processing are presented in table 4.5, it is obtained that the  $Q^2$  value is greater than 0 for all variables so that this model has a strong predictive relevance for the trust variable because the  $Q^2$  value is above 0.35. Meanwhile, purchase intention is categorized as weak because the  $Q^2$  value is below 0.35.



**Figure 2. Inner Model**



Based on the results of testing the structural model (inner model), the Goodness of Fit (GoF) value is above the minimum limit of 0.36, the R-Square value is above 0.33 (medium) and the  $Q^2$  value  $> 0$  so that it can be stated that all variables have met the structural model testing (inner model).

## 5. DISCUSSION

The results showed that brand awareness positively has a significant effect on trust. Sastika et al., (2016), brand awareness will not lead to consumer trust if consumers are not aware of the brand. In an online transaction, a brand must have good marketing communication in order to create brand memories in the minds of consumers. For online customers who transact online, they are faced with uncertainties and risks that do not exist in conventional buying and selling. For this reason, trust is a very important factor considered by online vendors. The results showed that brand awareness positively does not have a significant direct effect on consumer purchase intentions. Brand awareness is closely related to trust, but not to purchase intention. Brand awareness has no direct effect on purchase intention. Usually, consumers will increase their trust in a brand first, before finally deciding to make a purchase. This happens because there are many factors that consumers consider before making a purchase decision.

Information quality has a positive and significant effect on consumer confidence in using social commerce. Information quality is a factor that determines consumer confidence in social commerce. Quality information has a positive effect on the emergence of consumer confidence. The quality of information in social commerce is considered to be a more crucial factor than information in e-commerce. This happens because in social commerce, all parties can act as givers and receivers of information. Product delivery has a positive and significant effect on trust in using social commerce. According to Kotler et al. (2008), product delivery is carried out so that products purchased through a vendor can reach customers. Buyers will achieve satisfaction in online transactions if product delivery is carried out according to consumer expectations. Product delivery that consumers are interested in is usually fast, easy, and safe delivery. This is a factor why product delivery determines consumer confidence in transacting through social commerce.

Price is the value that must be paid by consumers to obtain the benefits they need. In addition, consumers tend to compare the difference from the price listed to the price on the market. This is what makes a brand compete to create the best price and value in accordance





with consumer desires in the market. the price and value obtained by consumers in online transactions on social commerce will determine whether they will purchase the product or not. trust has a positive effect on consumer purchase intentions. Trust is a factor that will reduce customer concerns due to the risk of transacting online through social commerce. Trust determines how user attitudes in transacting through social commerce (Lu et al., 2016). The higher the level of trust, the higher the likelihood of users to make purchase transactions.

## 6. CONCLUSION

Based on the research results that have been presented above, this study has several conclusions as follows, Brand awareness has a positive and significant effect on trust. This can be interpreted if brand awareness is considered an important factor for users in relation to the level of trust of social commerce users, Brand awareness is stated to have no significant effect on customer purchase intentions. This means that there are many other factors that customers feel when deciding to make a purchase on social commerce. The high and low level of user awareness of a brand does not have a significant impact on making purchases, Information quality has a positive and significant effect on trust. This can be interpreted that quality information has a very important role in fostering the level of user trust when transacting using social commerce, Product delivery has a positive and significant effect on trust. Fast, easy, and safe delivery determines the level of user trust. If product delivery is not carried out optimally, it will certainly increase the level of user concern in transacting online using social commerce, Price competition has a positive and significant effect on user purchase intention. The price and value that will be received by customers in online transactions will affect their attitude whether to make a purchase or not, Trust has a positive and significant effect on customer purchase intentions. The higher the level of user trust, the higher the likelihood of making online transactions through social commerce.

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