

ABSTRAK

**PENGARUH IT AFFORDANCE DAN E-TRUST TERHADAP SOCIAL
COMMERCE INTENTION DENGAN IMMERSION SEBAGAI
VARIABEL MEDIASI (STUDI PADA LIVE SHOPPING
PRODUK FASHION DI TIKTOK)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh IT affordance terhadap social commerce intention, (2) pengaruh IT affordance dan e-trust terhadap social commerce intention, (3) pengaruh IT affordance terhadap social commerce intention melalui immersion sebagai variabel mediasi, (4) pengaruh e-trust terhadap social commerce intention melalui immersion sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan non-probability sampling dengan metode purposive sampling. Data diperoleh melalui penyebaran kuesioner via Google Form terhadap 210 konsumen live shopping produk fashion di TikTok. Teknik analisis data dalam penelitian ini menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS) melalui SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: (1) IT affordance tidak berpengaruh terhadap social commerce intention, (2) e-trust tidak berpengaruh terhadap social commerce intention, (3) immersion memediasi secara penuh pengaruh IT affordance terhadap social commerce intention, (4) immersion memediasi secara penuh pengaruh e-trust terhadap social commerce intention.

Kata kunci: *Social commerce intention, IT affordance, e-trust, immersion.*

ABSTRACT

**THE INFLUENCE OF IT AFFORDANCE AND E-TRUST ON SOCIAL
COMMERCE INTENTION WITH IMMERSION AS A MEDIATION
VARIABLE (STUDY OF LIVE SHOPPING FOR
FASHION PRODUCT IN TIKTOK)**

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This study aims to determine: (1) the influence of IT affordance on social commerce intention, (2) the influence of e-trust on social commerce intention, (3) the influence of immersion mediates IT affordance on social commerce intention, (4) the influence of immersion mediates e-trust on social commerce intention. The sampling technique in this study uses non-probability sampling with purposive sampling method. Data obtained through distributing questionnaires via Google Form to 210 consumers of live shopping for fashion products on TikTok. The data analysis technique in this study used Structural Equation Modeling-Partial Least Square (SEM-PLS) through SmartPLS 3.0. The results of this study indicate that: (1) IT affordance had no influence on social commerce intention, (2) e-trust had no effect on social commerce intention, (3) immersion full mediate the influence of IT affordance on social commerce intention, and (4) immersion full mediate the influence of e-trust on social commerce intention.

Keywords: Social commerce intention, IT affordance, e-trust, immersion