

The Effect of Price and Consumer Trust on Purchase Decisions

Rizal Heriyanto¹, Bayu Kurniawan², Noventia Karina Putri³

¹*Universitas Persatuan Guru Republik Semarang, Indonesia, rizalheriyanto647@gmail.com*

²*Universitas Persatuan Guru Republik Semarang, Indonesia, bayukurniawan@upgris.ac.id.*

³*Universitas Persatuan Guru Republik Semarang, Indonesia, noventiakarina@upgris.ac.id.*

Abstract

This study aims to analyze the influence of price and consumer trust on purchasing decisions in TikTok Shop. The research involved 164 respondents from Management students at PGRI Semarang University who have experience with TikTok Shop. Using Structural Equation Modeling (SEM) with AMOS, the findings indicate that consumer trust significantly affects purchasing decisions. This study provides insights into enhancing marketing strategies on social commerce platforms by emphasizing pricing strategies and building consumer trust to encourage purchasing behavior.

Keywords: Price, Consumer Trust, Purchase Decision