

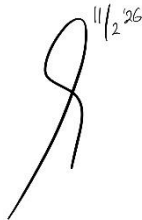
**PENGARUH *INFLUENCER CREDIBILITY*, *PERCEIVED VALUE*, DAN
SOCIAL PROOF TERHADAP *PURCHASE INTENTION* PRODUK
FASHION PADA KONSUMEN GEN Z DI *TIKTOK SHOP***

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Abstrak

Perkembangan *social commerce* berbasis konten lalu *platform* TikTok Shop telah mengubah cara konsumen Generasi Z membuat keputusan pembelian terhadap produk *fashion*. Penelitian ini bertujuan untuk menganalisis kredibilitas *influencer*, nilai yang dirasakan, dan bukti sosial terhadap niat beli pada konsumen Generasi Z di TikTok Shop. Penelitian ini menggunakan penelitian kuantitatif dengan metode survei melalui kuesioner daring yang melibatkan 154 responden pengguna TikTok Shop di Daerah Istimewa Yogyakarta. Analisis data dilakukan dengan menggunakan Pemodelan Persamaan *Struktur Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa kredibilitas *influencer* tidak berpengaruh signifikan terhadap niat beli, sedangkan nilai yang dirasakan dan bukti sosial berpengaruh positif dan signifikan terhadap niat beli. Selain itu, nilai *R-square* sebesar 0,960 menunjukkan bahwa ketiga variabel independen secara simultan mampu menjelaskan variasi niat beli sebesar 96,0%. Temuan ini menunjukkan bahwa gagasan beli konsumen Generasi Z pada konteks *social commerce* lebih didukung oleh nilai yang ditetapkan dan validasi sosial dibandingkan dengan *influencer* secara langsung. Penelitian ini melibatkan praktik bagi pelaku usaha untuk merumuskan strategi pemasaran pada peningkatan nilai yang dirasakan dan analisis bukti sosial dalam mendukung niat beli di TikTok Shop.

Kata Kunci: *Influencer Credibility, Perceived Value, Social Proof, Purchase Intention, TikTok Shop, Generasi Z.*

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THE INFLUENCE OF INFLUENCER CREDIBILITY, PERCEIVED VALUE, AND SOCIAL PROOF ON THE PURCHASE INTENTION OF FASHION PRODUCTS ON GEN Z CONSUMERS IN TIKTOK SHOP

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Abstract

The development of content-based social commerce and the TikTok Shop platform has transformed the way Generation Z consumers make purchasing decisions for fashion products. This study aims to analyze the impact of influencer credibility, perceived value, and social proof on purchase intent among Generation Z consumers on TikTok Shop. A quantitative research design was employed, using an online survey administered to 154 TikTok Shop users in the Special Region of Yogyakarta. Data analysis was conducted using structural equation modeling with Partial Least Squares (SEM-PLS). The results indicated that influencer credibility had no significant effect on purchase intent, whereas perceived value and social proof had positive, significant effects. Additionally, the R-squared value of 0.960 suggests that these three independent variables collectively explain 96.0% of the variance in purchase intention. These findings imply that Generation Z consumers' purchasing decisions in social commerce are more strongly influenced by perceived value and social validation than by direct influencer credibility. The study offers practical recommendations for businesses to develop marketing strategies that enhance perceived value and leverage social proof to support purchase intentions on TikTok Shop.

Keywords: *Influencer Credibility, Perceived Value, Social Proof, Purchase Intention, TikTok Shop, Generation Z.*