

**THE ROLE OF TRUST IN MEDIATING SHORT-FORM VIDEO ADS ON
PURCHASE INTENTION****Denny Sucipto¹****Universitas Trisakti, Jakarta Barat, Indonesia**
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rennyrisqi@trisakti.ac.id**Abstract**

This research explores how characteristics of short video advertisements influence consumer purchasing intent among TikTok users in Indonesia, with trust serving as a mediating factor. The study considers various content features, including informativeness, credibility, consistency, electronic word-of-mouth (eWOM), and appeal. As short-video content gains popularity, marketers are increasingly interested in identifying which elements most effectively foster trust and drive buying decisions. A quantitative approach was employed, involving questionnaires distributed to active TikTok users who had encountered short video ads and had prior online purchase experience. The data were analyzed using Structural Equation Modeling (SEM) in AMOS to assess the relationships between variables and examine trust's mediating role.

Keywords: Trust, Purchase Intention, Credibility



INTRODUCTION

With significant technological advancements, society is increasingly dependent on smartphones, computers, and other intelligent devices for information. Society shops not only in physical stores or via e-commerce but also increasingly uses social media as an innovative shopping platform known as Social Commerce. Current data indicate that 3.6% of Indonesia's total online shopping revenue originates from S-Commerce activities. This figure is anticipated to rise markedly to 5% by 2028, underscoring the substantial growth potential of social media.

TikTok is now a leading social media platform in Indonesia, drawing millions of users with short videos, viral challenges, and creative content. By 2025, TikTok is projected to have approximately 108 million users aged 18 and above in Indonesia, rendering the country one of the largest TikTok markets globally.

This trend demonstrates that social media is no longer solely a source of entertainment but has evolved into a commercial platform that significantly influences consumer behavior. a platform that influences consumer behavior.

The increasing adoption of social commerce by businesses worldwide indicates that social media platforms have evolved from mere communication channels into strategic business infrastructure (Rasaputhra et al., 2024). This combination of entertainment and marketing creates a new consumption experience that allows consumers not only to enjoy the content but also to be directly encouraged to consider purchasing. (Ghenie et al., 2025) TikTok has transformed information-seeking behavior, moving away from lengthy essays and traditional 30-second television advertisements to brief, dynamic video pieces of 6 to 15 seconds. This phenomenon has given rise to a new advertising paradigm called "short form video + online shopping." This practice not only optimizes direct sales but also fosters the cultivation of enduring relationships with buyers, thereby enhancing trust as well as connection with the brand. (Luo et al., 2025).

The popularity of short videos is offering businesses significant marketing opportunities through short video platforms. Merchants have commenced the production of concise video advertisements on these platforms for promotional objectives. Short videos showcase destinations and attract potential visitors in the tourism industry. In the retail sector, platforms like TikTok have added several features, including in-app shops. Moreover, TikTok includes a "shopping cart" feature located in the lower-left corner of clips. In Indonesia, viewers of short



video ads can engage with content creators and click the "shopping cart" button to access product pages on e-commerce sites like Tokopedia.

With the rise of short video platforms, consumers are now more frequently exposed to short video ads than television commercials. These ads often incorporate subtle promotional strategies that can indirectly impact purchase intentions. As a popular recent marketing approach, short-form video advertising offers a more engaging visual and a more interactive experience than conventional text and image formats. It also helps make the shopping process quicker and reduces the time consumers need to make a decision, leading to higher conversion rates. This trend reflects a highly competitive market where merchants continuously refine their advertising content to improve the consumer shopping experience. (Luo et al., 2025).

Research on short-form video content marketing has advanced considerably, especially in recognizing key factors and formulating marketing tactics. Recent studies demonstrate that establishing trust via digital information is vital in customer making choices, strengthening a connection between perceived credibility on buyer behavior (Luo et al., 2025).

Although there is growing research on the effectiveness of short video advertisements on social media, several significant gaps remain unaddressed in prior studies. Previous studies have typically emphasized entertainment or trust as the main factors influencing consumer Engagement, but they have not simultaneously examined a more holistic range of content dimensions such as informational value, credibility, consistency, electronic word-of-mouth, or e-wom, and attractiveness in influencing consumer purchase decision-making through trust. (Luo et al., 2025). To fill this gap, this research connects these variables within the theoretical Stimulus–Organism–Response (SOR) model.

LITERATURE REVIEW

In advertising, informativeness measures how effectively an ad communicates relevant and meaningful information about a product or service. It assesses the extent to which an ad provides details about the product and its alternatives, helping the brand meet consumers' needs during the purchase process. Trust in the brand can be fostered by sharing relevant, accurate, and comprehensive product information on social media. In the corporate world, summaries are crucial for efficient communication. Unlike platforms with post length limits, such as X, TikTok imposes a time limit on videos. Short videos, typically lasting from 15 seconds to 1-3 minutes, give marketers a way to present their products in a more engaging and visual manner, as noted by Zhao & Wagner



(2023). Based on this description, the hypothesis is: Zhao & Wagner (2023) in (Ghenie et al., 2025). Based on the above description, the hypothesis is:

H1: Informativeness has a positive influence on trust.

According to Mustafi and Hosain (2020) in Ghenie et al., (2025) A factor that can influence and shape consumers' views of a promotion is credibility. Perceived credibility refers to how users subjectively assess their trust in specific information and the individuals who deliver it. This concept includes two main elements: source credibility and message credibility (Li & Tu, 2024). Consumers tend to trust figures who consistently provide honest and non-exaggerated reviews in paid promotions. Ultimately, the reliability and credibility of social media advertisements become key factors in increasing consumer engagement. Therefore, advertisements should emphasize accurate communication, use social proof, and collaborate with well-known individuals to enhance the effectiveness of their messages (Kothari et al., 2025). When the message sender is considered credible, the product will have higher value for consumers, thus increasing purchase interest (Coutinho et al., 2023)

H2: Credibility has a positive influence on trust

In creating an advertisement, advertisers must decide whether to retain the same content dimensions as in prior commercials. For instance, if a business previously executed an advertising emphasizing informational attributes, the advertiser may opt to either reproduce the informative commercial or transition to another content dimension, such as an emotional aspect. The closeness of new advertisement content to prior advertisements is positively associated with the level of consistency among those advertisements (Becker & Gijzenberg, 2023). Consistency may mitigate uncertainty and perceived risk for customers, ultimately enhancing consumer trust. (Šerić et al., 2025). Consistency in marketing communication is also crucial for building customer trust and driving transactions (Putri & Haryono, 2025)

H3: Consistency has a positive influence on trust.

Electronic Word of Mouth (eWOM) is an opinion or review from consumers about a product or service informally, but it can influence consumers' decision-making when purchasing a product or service (Anggara et al., 2025). Individuals may exchange experiences, evaluate items, and engage with other consumers via social media. (Akbar & Lukitaningsih, 2025) Electronic word-of-mouth communication includes both good and negative assertions made by prospective, existing, or past consumers regarding a product or company, which are accessible to numerous individuals and organizations over the internet. It can



manifest in various forms via the internet, collective opinion venues, and newsgroups (Fitriasari & Ahmadi, 2025).

H4: E-WoM has a positive influence on trust.

The attractiveness of advertising is a significant factor in effective consumer communication, fostering trust, and increasing as well as sustaining awareness of products or services (Muhiban & Tiara, 2025). According to Liem & Firdausy (2024) Attractiveness is the appeal that can capture the audience's attention both physically and non-physically. Attractiveness can build consumer trust to purchase a product, which is influenced by the physical attractiveness of the message presenter in the advertisement (Rahma et al., 2025). Besides physical attractiveness, uploaded advertisements, catchy short video titles, the information conveyed, and even the background music can attract audience attention and facilitate information assimilation. Therefore, attractiveness is key to developing effective marketing communication (Wei, 2025)

H5: Attractiveness has a positive influence on trust.

To build a long-term relationship between consumers and the brand, trust becomes a very crucial factor (Anggara et al., 2025). Because consumers cannot physically inspect products before purchasing, consumer trust becomes a key aspect that influences purchase intention in digital marketing, especially on TikTok (Guo et al., 2023). Even when a recommendation is relevant, consumers may still hesitate to make a purchase if they do not trust it (Handoyo, 2024). Consumers' direct experiences with a Brands contribute significantly to the development and maintenance of brand trust (Febriyani & Indriani., 2023).

H6: Trust has a positive influence on purchase intention

Purchase intention is the likelihood that a consumer will make a purchase, influenced by factors such as influencer credibility, electronic word of mouth (eWOM), and consumer trust (Reza Dwi Anggara et al., 2025). Purchase interest is the desire that arises in consumers to buy after they have made a previous purchase. Furthermore, consumers' purchase intention may be affected by factors outside the individual, such as eWOM communication, which can affect consumers' decisions to purchase a product based on others' experiences or the influence of other people (Fitriasari & Ahmadi, 2025).

RESEARCH METHOD

This research employs a quantitative methodology to assess causal links among research variables and to investigate the function of pertinent mediating variables. This study seeks to examine the impact of short-form video



advertisement characteristics on purchase intention and trust as mediating variables between those who use TikTok in Indonesia.

The focus of the research is active TikTok users who have made purchases and have seen short video ads. The research respondents are individuals who have directly experienced viewing short video ads and shopping on TikTok. Data were collected through an online survey using a structured questionnaire. A total of 304 responses were collected from the questionnaires, of which 230 were deemed to meet the research criteria and were used as the analysis sample.

The study utilized purposive sampling to determine the research sample, with respondents selected based on predetermined criteria, namely active TikTok users who have seen short video ads and made purchases through the platform. The research instrument consists of 23 statements. Participants rated each statement on a five-point Likert scale, where higher scores indicate stronger agreement and lower scores represent stronger disagreement.

To examine the data, this study employed Structural Equation Modeling (SEM) with the help of AMOS software version 22. Validity testing was performed through factor loading tests to ensure that each indicator could represent the construct being measured. Reliability testing was performed using Cronbach’s Alpha in order to examine the internal consistency of the research instrument. Hypothesis testing was conducted using a one-tailed test because all hypotheses were formulated directionally, with predetermined influence directions.

Table 1
Respondent profile

Characteristic	Category	Frequency	Percentage
Gender	Man	82	35.7
	Woman	148	64.3
Age	18-25 years old	152	66.01%
	26-30 years old	60	26.01%
	More than 30 years old	18	7.8%
Last Education Completed	High School/Equivalent	100	43.5%
	Diploma	38	16.5%
	Bachelor’s Degree	84	36.5%
	Master’s Degree	8	3.5%
Job	Student	55	23.9%
	Government Employee	44	19.1%
	Private Employee	74	32.2%



Income	Entrepreneur	44	19.1%
	Houswife	13	5.7%
	IDR1.000.000 - 2.000.000	44	19.1%
	IDR2.000.001 - 5.000.000	129	56.1%
	More than IDR5.000.000	57	24.8%

Based on the data in Table 1, this study included 230 respondents, mostly female (64.3%), with 66.01% aged 18–25 years. The majority had high school (43.5%) or university (36.5%) education. The leading employment sectors were private employees (32.2%) and students (23.9%). Economically, most respondents were middle-income earners, with monthly earnings between IDR 2,000,001 and IDR 5,000,000 per month (56.1%). This demographic profile suggests that participants have sufficient cognitive ability and economic stability to provide objective responses.

RESULTS AND DISCUSSION

Before conducting hypothesis testing on the structural model, the research instrument is first evaluated through the measurement model stage, which includes validity and reliability tests. According to Hair et al., (2025), the purpose of validity testing is to ensure ensuring that the indicators adequately represent the latent variable being examined, while reliability testing is used to assess the extent of internal consistency of respondents' answers. This stage is important to guarantee quality and reliability, so that the measurement model meets the required criteria before proceeding to the analysis of relationships between variables in the structural model.

Tabel 2
Construct Validity, Reliability, and Descriptive Statistics

Variable	Number of Indicators	Factor Loading > 0.45	Cronbach Alpha > 0.7	Mean	Standard Deviation
Informativeness	3	0.868	0.939	3.934	0.902
		0.864			
		0.893			
Credibility	4	0.865	0.886	3.943	0.874
		0.835			
		0.839			
		0.854			



Consistency	4	0.812	0.907	3.960	0.867
		0.825			
		0.849			
		0.824			
Ewom	3	0.872	0.931	3.975	0.915
		0.855			
		0.831			
Attractiveness	2	0.858	0.930	4.002	0.877
		0.847			
Trust	3	0.834	0.899	3.968	0.889
		0.851			
		0.824			
Purchase Intention	4	0.758	0.933	4.071	0.781
		0.698			
		0.816			

Based on the analysis results in Table 2, each indicator in this model has been demonstrated to be constructively valid. The factor loading values show the strength of the relationship between the indicator and its latent variable; all values are above 0.45, indicating that each indicator contributes meaningfully and significantly.

Referring to expert-recommended thresholds, a reliability value above 0.70 signifies that this research instrument has high internal consistency. This indicates that respondents' answers are not random and the instrument will yield stable results in other tests. Since validity and reliability criteria are satisfied, the measurement model is deemed robust, allowing analysis to move forward to the next steps—evaluating the overall model fit with Goodness of Fit testing before applying the Structural Equation Model (SEM) for hypothesis testing.

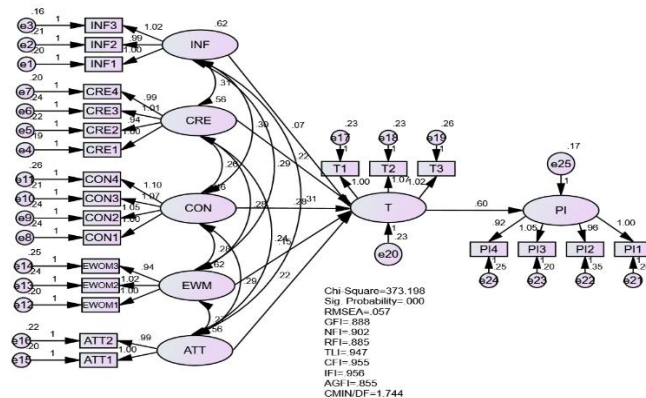


Figure 1.



Test Results of the Model
Table 3
Test Goodness of Fit Model

Table with 5 columns: Type Measurement, Measurement, Model Fit Decisions, Results Processed, Decision. Rows include Absolute fit measures (Chi-square, Sig.Probability, RMSEA, GFI), Incremental fit measures (NFI, RFI, TLI, CFI, IFI), and Parsimonius fit measure (AGFI, CMIN/DF).

Based on the Goodness of Fit test results table, it is evident that the majority of indicators fall into the 'Good Fit' category, such as RMSEA 0.057, NFI 0.902, TLI 0.947, CFI 0.955, and IFI 0.956. Nevertheless, some indicators are classified within the 'Marginal Fit' level, specifically GFI 0.888 and RFI 0.885, due to their values being marginally below the 0.90 threshold. Although the Chi-square test indicates Poor Fit, which may be attributed to the sensitivity of the sample size, the CMIN/DF value of 1.744 nonetheless confirms that the overall model remains representative and appropriate for subsequent analysis.

Table 4
Hypothesis Testing

Table with 5 columns: Description Hypothesis, Estimate, P-Value, Remarks. Rows include H1 (Informativeness has a positive influence on Trust) and H2 (Credibility has a positive influence on Trust).



H3	Consistency has a positive influence on Trust	.276	.001	Supported
H4	Ewom has a positive influence on Trust	.151	.019	Supported
H5	Attractiveness has a positive influence on Trust	.219	.004	Supported
H6	Trust has a positive influence on Purchase Intention	.605	.000	Supported

Table 4 above shows that Informativeness has no significant effect on Trust. The estimated value obtained is 0.070 with a P-Value of 0.310. This is in line with recent research by Ghenie et al., (2025) If the information provided is considered excessive, it can lead to unfavorable behavioral effects, both directly and indirectly, such as information avoidance or a tendency to quit.

Unlike Informativeness, credibility has a significant influence on trust. The test results show an estimated value of 0.216 with a P-Value of 0.002. This finding is strongly supported by Ghenie et al (2025) which states that credibility is the main pillar that creates a sense of security for consumers. High credibility helps mitigate the perceived risks in digital transactions, making consumers more confident in trusting the platform.

The table also shows that the consistency variable has a positive influence on trust, with an estimated value of 0.276 and a P-Value of 0.001. This finding indicates that consistency in the values and messages conveyed in marketing communication can strengthen perceptions of reliability and professionalism, thereby Šerić et al (2025) In his research, he confirms that consistency of message within an advertisement can help reduce consumer uncertainty and perceived risk, thereby significantly increasing trust in the brand.

The next hypothesis is that e-WOM also has a positive influence on trust. The analysis results show an estimated value of 0.151 with a P-Value of 0.019. This is consistent with previous research in Tafolli et al (2025) affirming that reviews from other consumers serve as an effective validation of credibility, with this trust subsequently becoming the primary mediator driving consumer purchase intention.

The attractiveness variable has an estimated value of 0.219 with a P-Value of 0.004. Therefore, H5 is supported. This is in line with the research Rahma et al (2025) which confirms that attractiveness is a factor that builds consumer trust in purchasing a product, influenced by the physical attractiveness of the influencer or message deliverer in the advertisement, and this physical attractiveness factor is strengthened by the presence of the mediating factor of purchase intention for



a product. The more attractive the physical attractiveness displayed by the influencer on social media, especially Instagram, the more it will increase consumer trust in purchasing the product.

The test results in the table show the highest estimated value of 0.605 with a P-Value of 0.000. Thus, H6 is supported. This indicates that Trust has a positive and significant effect on Purchase Intention. The higher the level of consumer trust, the stronger their intention to make a purchase. This is consistent with previous research by Akbar & Lukitaningsih (2025)

CONCLUSION

This study investigates factors that influence consumers' purchase intentions through short video advertisements on social media by examining the effects of informativeness, credibility, consistency, attractiveness, and eWOM on purchase intention, with trust playing the role of an intervening variable. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 22.

The results of the structural model indicate that nearly all hypotheses are substantiated. Credibility, consistency, attractiveness, and electronic word of mouth (eWOM) significantly influence trust, whereas informativeness does not exert a noteworthy impact on trust. This implies that providing extensive information within brief video content does not inherently enhance consumer trust unless it is complemented by robust visual, emotional, and social credibility. Moreover, trust demonstrates a positive and significant effect on purchase intention, thus reaffirming its vital role as a psychological mechanism within the consumer decision-making process. These findings corroborate that the emotional and social dimensions of short video ads predominantly shape trust and influence purchase intention more than purely cognitive factors.

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