



THE EFFECT OF BRAND TRUST AND EASE OF TRANSACTION ON THE DECISION TO PURCHASE FASHION PRODUCTS AT THE JINISO JEANS TIKTOK SHOP

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Abstract

This study aims to analyze the partial and simultaneous effects of the two independent variables on the dependent variable, namely purchasing decisions. The study employed a quantitative approach using a survey method. A sample of 100 consumers of Jiniso Jeans on TikTok Shop was selected through an accidental sampling technique. Primary data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 25 software, after passing validity, reliability, and classical assumption tests. The results of the study indicate that brand trust and transaction convenience have a positive and significant effect, both partially and simultaneously, on purchasing decisions. Simultaneously, these two variables explain 38.5% of the variation in purchasing decisions, while the remaining percentage is influenced by other factors. This study strengthens the relevance of the Technology Acceptance Model (TAM) in the context of social commerce and provides practical implications for local fashion businesses to strengthen brand trust while simplifying transaction processes in order to increase sales.

Keywords: Brand Trust, Transaction Convenience, and Purchasing Decisions.



INTRODUCTION

In today's rapidly developing digitalization era, economic growth has been significantly influenced by social commerce platforms that combine social interaction, engaging content, and convenient transaction systems, such as TikTok Shop in Indonesia. These platforms are capable of influencing users' behavior by transforming entertaining short videos into triggers for impulsive and unplanned purchasing decisions. With internet penetration reaching nearly 70% of the population in 2023, modern society has become increasingly technology-aware, encouraging the transformation of the business economy and creating opportunities for e-commerce startups to reach wider consumer markets, including the highly competitive fashion industry, particularly denim products.

Jiniso Jeans is one of the local fashion brands widely marketed as a high-quality yet affordable denim product. Established in 2019, Jiniso Jeans is an Indonesian local fashion business focusing on premium denim products for both women and men at affordable prices ranging from IDR 200,000 to IDR 500,000, with sales reaching approximately 7,000 packages per day (Jarwati, 2024). This indicates a high level of purchasing decisions made by consumers through the utilization of e-commerce as a marketing medium for Jiniso Jeans products. According to Tjiptono (2020), purchasing decisions are part of consumer behavior involving actions directly related to obtaining and selecting products or services, including the decision-making processes that precede and follow such actions.

The presence of e-commerce today has become one of the major supporting factors for the development of local products, including Jiniso Jeans, which utilizes digital marketing media through online platforms. Through e-commerce, Jiniso Jeans is able to market its high-quality denim products more broadly and make them more accessible to consumers in various regions. The utilization of e-commerce enables customers to quickly access the latest collections and product information, as well as conduct purchases in a practical and secure manner. The development of e-commerce, particularly social commerce platforms in Indonesia such as TikTok Shop, Shopee, and Tokopedia, has transformed the way consumers shop for fashion products, especially among Generation Z and millennials. The rapid increase in e-commerce users in Indonesia is supported by the availability of various online shopping applications, ranging from Instagram to well-known e-commerce platforms that provide convenience in presenting products through detailed descriptions, sizes, prices, and customer reviews (Hafiza & Shoffah, 2024). Shopee, Tokopedia, TikTok Shop, Lazada, Bukalapak, and Blibli are among the e-

commerce platforms most frequently used by consumers (Afrianto & Irwansyah, 2021).

In Indonesia, the number of TikTok users has reached approximately 113 million people (DataReportal, 2023), making TikTok Shop one of the main drivers of social commerce that contributes significantly to national e-commerce transactions. TikTok Shop has become one of the most popular e-commerce platforms, experiencing substantial user growth since 2020 and facilitating the purchase of fashion products that were previously difficult to access through conventional stores. The level of purchasing decisions made by consumers toward Jiniso Jeans can be observed through its sales performance over the last three months, from November 2025 to January 2026, as presented in the following figure:

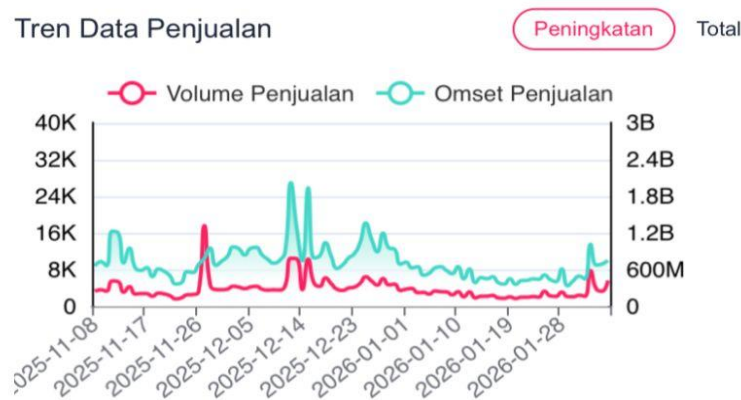


Figure 1.
Jiniso Sales Data on TikTok Shop
Source: <http://www.fastmoss.com>

Based on the graph above, it can be seen that the level of purchasing decisions fluctuated each month due to several factors, one of which is brand trust. This indicates that consumers' purchasing decisions toward Jiniso Jeans products can be influenced by brand trust. This finding is supported by previous studies conducted by Dewi (2023) and Agustina et al. (2023), which revealed that brand trust has a significant influence on purchasing decisions. According to Astuti (2022), brand trust is defined as a sense of security that arises from consumers' interactions with a brand, where the brand is considered trustworthy and responsible.

The results of the pre-survey showed that 87.5% of respondents agreed that Jiniso Jeans consistently meets consumer expectations regarding the quality of local fashion products. Furthermore, 90% of respondents agreed that Jiniso Jeans can be relied upon to provide consistent and high-quality products. In addition, 87.5% of respondents agreed that Jiniso Jeans is capable of fulfilling



consumers' desires as a local fashion brand. These pre-survey findings indicate that brand trust has a positive influence on consumers' purchasing decisions to buy local Jiniso Jeans products through TikTok Shop.

Another factor that can influence purchasing decisions is transaction convenience (perceived ease of transaction), which is considered to accelerate the conversion of consumer interest into actual purchases. This concept is often associated with Perceived Ease of Use (PEOU) within the Technology Acceptance Model (TAM) framework introduced by Davis (1989) in M. N. Rahmi & Utamajaya (2024), where technology systems such as e-commerce platforms that are perceived as easy to use are more likely to be accepted and used regularly by consumers. TikTok Shop has designed a highly integrated transaction experience, ranging from product discovery through short videos, direct access to product pages, to in-app payments supported by various payment methods. This convenience reduces friction in the shopping process. For sustainable products that may already carry a "premium price," ease and comfort of transaction can act as a balancing factor that reduces perceived risk and encourages positive impulsive purchasing decisions (Leong et al., 2024).

Purchasing decisions for Jiniso Jeans products are also influenced by transaction convenience. This is supported by previous studies conducted by Sarwani & Rohmah (2022) and Adhitya & Fauziah (2023), which found that transaction convenience has a significant effect on purchasing decisions. According to Apriliani & Setyawati (2023), maintained trust leads to satisfaction and purchasing decisions, thereby increasing consumer trust in a brand.

Based on a pre-survey conducted on 40 TikTok Shop Jiniso Jeans users, the first section examined consumers' perceptions of transaction convenience. The results show that 90% of respondents agreed that the transaction features on TikTok Shop Jiniso Jeans are easy to learn, even with minimal usage. In addition, 85% of respondents stated that they can quickly understand how to complete transactions, and 92.5% said that the transaction instructions and documentation are clear and easy to follow. This indicates that the transaction system provides a relatively good user experience. This ease of transaction is a key factor in consumer purchasing decisions. From the survey results, 92.5% of respondents purchased Jiniso Jeans due to the wide variety of available options, and 82.5% stated that TikTok Shop Jiniso Jeans is their preferred platform for purchasing local fashion products. Furthermore, 77.5% of respondents expressed that they prefer Jiniso Jeans compared to other local fashion items on TikTok Shop. However, some respondents still do not fully agree that Jiniso Jeans is their primary choice, indicating opportunities to improve marketing strategies and transaction systems.



The interaction between brand trust, which is reflective and long-term in nature, and transaction convenience, which is instrumental and instantaneous, constitutes the core issue of this study. In social commerce platforms, there is a possibility that highly convenient transaction systems may compensate for relatively low levels of developing trust, or conversely, strong brand trust may cause consumers to overlook minor transactional constraints.

Based on previous studies and the pre-survey conducted, this research aims to examine and analyze the effect of brand trust and transaction convenience on purchasing decisions of sustainable fashion products on TikTok Shop, specifically Jiniso Jeans.

LITERATURE REVIEW

Purchase Decision

According to Tjiptono (2020), purchasing decision is part of consumer behavior in the form of actions directly involved in efforts to obtain and determine products and services, including the decision-making process that precedes and follows these actions. Assael, as cited in Arfah et al. (2022), states that purchasing decisions involve the process of evaluating and selecting from various alternatives based on specific interests by choosing the option considered most beneficial overall.

Kotler & Armstrong (2020) define purchasing decision as part of consumer behavior, which studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. The indicators of purchasing decision according to Kotler & Armstrong (2020) include product choice, brand choice, place of purchase, purchase timing, and purchase quantity.

Brand Trust

Maintaining brand trust will generate satisfaction and purchasing decisions, which in turn increase consumers' trust in a brand (Apriliani & Setyawati, 2023). Kustini, as cited in Oktavianti et al. (2024), states that brand trust is a sense of security felt by customers from their strong relationship with a company because they believe the company is reliable in safeguarding their interests and safety.

Brand trust is defined as a feeling of security that arises from consumers' interactions with a brand, where the brand is considered trustworthy and responsible (Astuti, 2022). In determining brand trust, it can be measured using the following indicators: (1) Reliability, which refers to consumers' perception of a brand regarding whether the brand is able to meet their wants and needs; and (2) Intentionality, which refers to consumers' trust in a brand, where this trust makes consumers feel assured that the brand is responsible and committed to fulfilling its obligations (Astuti, 2022).



Based on the explanation above, the research hypothesis can be formulated as follows:

H1: Brand trust has a positive and significant effect on purchasing decisions for fashion products on TikTok Shop Jiniso Jeans.

This statement is supported by numerous studies indicating that trust in a brand is a key element influencing consumers' shopping choices, particularly on platforms such as TikTok Shop, which are often associated with issues of product authenticity and potential fraud. By strengthening brand trust, business actors can implement effective strategies to build customer loyalty, reduce order cancellation rates, and encourage long-term revenue growth.

Transaction Convenience

Convenience in conducting transactions is one of the key elements that significantly influences consumer choices in online shopping. Therefore, business actors must ensure that the payment mechanisms on the e-commerce platforms they manage operate efficiently and provide an intuitive and comfortable user experience. This concept is often associated with Perceived Ease of Use (PEOU) within the Technology Acceptance Model (TAM) framework introduced by Davis (1989). Davis, as cited in Putra et al. (2022), defines transaction convenience as an individual's perception of being free from difficulties in carrying out various activities during transactions. The easier the transaction system, the greater the sense of comfort, which in turn influences purchasing decisions. Therefore, technology systems such as e-commerce platforms that are perceived as easy to use are more likely to be accepted and used regularly by consumers.

According to Isnawati, as cited in Natasya Wibowo (2025), online transaction convenience refers to an easy ordering process, various and simple payment methods, a convenient purchasing process, and fast and accurate product delivery. The indicators of transaction convenience proposed by Isnawati are as follows: information technology is easy to learn (easy to use); information technology enables users to do what they want easily (easy to get the system to do what users want to do); it does not require a lot of mental effort to interact with the technology (doesn't require a lot of mental effort); and the information technology is clear and easy to operate (clear and understandable).

Based on the theoretical explanation above, it can be concluded that transaction convenience is a key factor that makes consumers comfortable shopping online, as it simplifies the entire process from ordering, payment, to product delivery without unnecessary complications. Based on this description, the research hypothesis can be formulated as follows:

H2: Transaction convenience has a positive and significant effect on purchasing decisions for Jiniso Jeans fashion products.

This finding is consistent with various studies showing that transaction convenience is a major driver of purchasing decisions, especially on digital platforms such as TikTok Shop, where fast and seamless transactions are essential for triggering spontaneous fashion purchases. Efforts to simplify the payment and checkout process can serve as an effective strategy for sellers to increase conversion rates, improve customer satisfaction, and strengthen their position in the competitive e-commerce market.

Brand Trust and Transaction Convenience as Joint Predictors of Purchasing Decisions

Brand trust and transaction convenience are two important factors that influence consumer behavior in online shopping. Brand trust provides consumers with confidence that the products they purchase are of good quality and reliable, while transaction convenience provides comfort throughout the purchasing process. The combination of brand trust and transaction convenience can increase consumer confidence in making purchasing decisions.

Previous studies have shown that consumer trust is a crucial factor influencing purchasing behavior because it can reduce perceived risk and increase consumer confidence in the products or services offered. Based on this explanation, the research hypothesis can be formulated as follows:

H3: Brand trust and transaction convenience simultaneously have a significant effect on purchasing decisions for Jiniso Jeans fashion products.

This combined hypothesis is supported by several studies showing that brand trust and smooth transaction convenience are a crucial combination driving purchasing decisions in social commerce environments such as TikTok Shop, where both factors mutually reinforce consumer behavior in fashion purchasing.

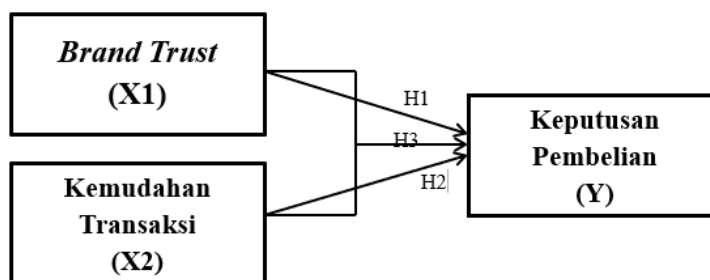


Figure 2.
Conceptual Framework
Source: Author, 2026



RESEARCH METHOD

This study employs a quantitative approach to examine the influence of brand trust and transaction convenience on purchasing decisions for sustainable fashion products on TikTok Shop Jiniso Jeans. This research is a development of the study conducted by (Agustina et al., 2023) entitled "The Effect of E-WOM and Brand Trust on Purchasing Decisions for Erigo Products." The object of this study is all consumers who frequently use the TikTok Shop platform to purchase jeans products from the Jiniso Jeans online store. The population in this study is 3,360,000 consumers as of early February 2026. The sample used in this study consists of 100 respondents, determined using the Slovin formula with a 10% margin of error. The sampling technique employed is accidental sampling.

The primary data source in this study is primary data, collected through questionnaires. The data analysis method is conducted using SPSS version 25 software. The first stage involves testing the research instruments, including validity and reliability tests. The validity test aims to measure the ability of each questionnaire item to accurately capture the research variables, while the reliability test assesses the consistency of the instrument. The second stage involves classical assumption tests to ensure that the linear regression model meets the basic requirements, including normality, multicollinearity, and heteroscedasticity tests. After the classical assumptions are satisfied, multiple linear regression analysis is performed to examine the effect of independent variables on the dependent variable, including the direction and magnitude of the relationships. Hypothesis testing is conducted using the partial test (t-test), simultaneous test (F-test), and coefficient of determination (R²).

RESULTS AND DISCUSSION

Validity Test

The validity test was conducted using the Pearson product-moment correlation coefficient (Pearson's r). Each item is considered valid if the calculated r-value (r-count) is greater than the r-table value at $df = 30 - 2 = 28$ with $\alpha = 0.05$, resulting in an r-table value of 0.361. Based on the table below, all questionnaire items for the dependent variable (Y), independent variable X1, and independent variable X2 have r-count values greater than the r-table value. Therefore, it can be concluded that all items in each variable are valid.

Table 1.
Validity Test Results

X1 (Brand Trust)			
Statement	r-count	r-table	Validity



1	0,898	0,361	Valid
2	0,832	0,361	Valid
X2 (Transaction Convenience)			
1	0,567	0,361	Valid
2	0,425	0,361	Valid
3	0,871	0,361	Valid
4	0,803	0,361	Valid
Y (Purchasing Decision)			
1	0,577	0,361	Valid
2	0,906	0,361	Valid
3	0,564	0,361	Valid
4	0,650	0,361	Valid
5	0,780	0,361	Valid

Source: Primary data processed using SPSS 25, 2026

Reliability Test

The reliability test measures the consistency of the measurement instrument. According to Sugiyono (2017), a variable is considered reliable if Cronbach’s alpha is greater than 0.6.

Table 2.
Reliability Test Results

Variable	Cronbach’s Alpha	Cut-off Value	Reliability
Purchasing Decision	0.773	0.60	Reliable
Brand Trust	0.873	0.60	Reliable
Transaction Convenience	0.767	0.60	Reliable

Source: Primary data processed using SPSS 25, 2026

The results of the test indicate that all research variables have Cronbach’s alpha values greater than 0.6. Therefore, the measurement instruments meet the reliability criteria and are considered suitable for use in the study.

Classical Assumption Test

Before conducting multiple linear regression analysis, several classical assumption tests were carried out to ensure the validity of the regression model.

Normality Test

The normality test was conducted using the Kolmogorov–Smirnov test. A significance value ($p > 0.05$) indicates that the residuals are normally distributed.



Table 3.
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.83979223
Most Extreme Differences	Absolute	.105
	Positive	.090
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.009 ^c
Monte Carlo Sig. (2-tailed)		.230 ^d
Sig. (2-tailed)	(2- 99% Confidence Interval)	
	Lower Bound	.122
	Upper Bound	.338

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 100 sampled tables with starting seed 2000000.

Source: Primary data processed using SPSS 25, 2026

Based on the table above, it can be observed that the significance value (Monte Carlo Sig.) for all variables is 0.230. If the significance value is greater than 0.05, it indicates that the residuals are normally distributed. Therefore, it can be concluded that all variables are normally distributed.

Multicollinearity Test

The multicollinearity test was conducted to detect correlations among the independent variables in the regression model using tolerance values and the Variance Inflation Factor (VIF).

Table 4.
Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		



Brand Trust	.774	1.291
Transaction Convenience	.774	1.291

a. Dependent Variable: Purchasing Decision

Source: Primary data processed using SPSS 25, 2026

Based on the table above, it can be seen that the tolerance value for X1 and X2 is 0.774 (> 0.10), while the VIF value is 1.291 (< 10). Since all tolerance values are greater than 0.10 and all VIF values are less than 10, it can be concluded that there is no indication of multicollinearity among the independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to detect whether there is inequality in the variance of residuals across observations in the regression model; an ideal model is homoscedastic. The test was conducted using the Glejser test, where a significance value of the independent variables (p < 0.05) indicates the presence of heteroscedasticity (Ghozali, 2021).

Table 5.
Heteroscedasticity Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.754	1.761		.428	.670
Brand Trust	-.301	.160	-.212	-1.879	.063
Transaction Convenience	.189	.113	.190	1.683	.096

a. Dependent Variable:: ABS_RES

Source: Primary data processed using SPSS 25, 2026

From the table above, it can be seen that the significance values of X1 (0.063) and X2 (0.096) are both greater than 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity in the model.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of Brand Trust (X1) and Transaction Convenience (X2) on Purchasing Decision (Y).



Table 6. Regression Coefficients Test

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 (Constant)	.592	2.634	
Brand Trust	1.048	.239	.392
Transaction Convenience	.640	.168	.341

a. Dependent Variable: Purchasing Decision

Source: Primary data processed using SPSS 25, 2026

Regression Equation:

Y = 0.592 + 1.048X₁ + 0.640X₂

This equation can be interpreted as follows:

- a. Constant (a = 0.592): The value of Y when X₁ and X₂ are equal to zero.
- b. Coefficient b₁ = 1.048: An increase of 1 unit in X₁ will increase Y by 1.048 units, assuming X₂ is constant.
- c. Coefficient b₂ = 0.640: An increase of 1 unit in X₂ will increase Y by 0.640 units, assuming X₁ is constant.

Coefficient of Determination (R²)

Table 7. Coefficient of Determination Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 ^a	.397	.385	1.94813

a. Predictors: (Constant), Transaction Convenience, Brand Trust

b. Dependent Variable: Purchasing Decision

Source: Primary data processed using SPSS 25, 2026

The coefficient of determination measures the contribution of the independent variables (X1 and X2) to the dependent variable (Y). The Adjusted R² value is used because it is not sensitive to the addition of variables. The results indicate that Brand Trust and Transaction Convenience jointly



contribute 38.5% to the increase in Purchasing Decision, while the remaining 61.5% is influenced by other factors not examined in this study.

Hypothesis Testing

Partial Test (t-test)

The partial t-test is used to measure the individual effect of each independent variable (X) on the dependent variable (Y).

Table 8. Partial Test (t-test)

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1 (Constant)	.592	2.634		.225	.823
Brand Trust	1.048	.239	.392	4.379	.000
Transaction Convenience	.640	.168	.341	3.802	.000

a. Dependent Variable: Purchasing Decision

Source: Primary data processed using SPSS 25, 2026

Decision criteria:

Reject H₀ if t-count < t-table (or -t-count > -t-table) or Sig. > 0.05;

Accept H₀ if t-count ≥ t-table (or -t-count ≤ -t-table) or Sig. < 0.05

(α = 5%, df = 98, t-table = 1.984).

a. Effect of Brand Trust (X1) on Purchasing Decision (Y)

From Table 8, t-count = 4.379 (Sig. = 0.000). Since t-count > t-table and Sig. < 0.05, H₁ is accepted, indicating that X1 has a significant effect on Y. This finding is consistent with the study conducted by (Dewi, 2023).

b. Effect of Transaction Convenience (X2) on Purchasing Decision (Y)

From Table 8, t-count = 3.802 (Sig. = 0.000). Since t-count > t-table and Sig. < 0.05, H₁ is accepted, indicating that X2 has a significant effect on Y. This finding is consistent with the study conducted by (Sarwani & Rohmah, 2022).

Simultaneous Test (F-test)

The F-test is used to examine the simultaneous effect of all independent variables (X1 and X2) on Y. Decision criteria: accept H₀ if F-count > F-table or Sig. < 0.05; reject H₀ if F-count < F-table or Sig. > 0.05 (α = 5%, df = (2;97), F-table = 3.09).



Table 9.
Simultaneous Test (F-test)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	242.376	2	121.188	31.932	.000 ^b
Residual	368.134	97	3.795		
Total	610.510	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Transaction Convenience, Brand Trust

Source: Primary data processed using SPSS 25, 2026

From Table 9, it can be seen that F-count (31.932) > F-table (3.09), and the significance value is 0.000 < 0.05. Therefore, it can be concluded that the third hypothesis (H3) is accepted, meaning that Brand Trust (X1) and Transaction Convenience (X2) simultaneously have a significant effect on Purchasing Decision (Y).

Discussion

Based on the results of hypothesis testing, the next stage is to explain the relationships between variables, which are linked to consumer behavior, previous studies, and management theory to support the findings. The explanation of the results is as follows:

The Effect of Brand Trust on Purchasing Decisions

This study shows that Brand Trust has a positive and significant effect on purchasing decisions, thus supporting Hypothesis 1 (H1). This is in line with the definition proposed by Astuti (2022), who states that brand trust is a sense of security arising from consumer interactions with a brand that is perceived as reliable and responsible.

Based on the demographic characteristics of respondents, the majority are aged 19 to 24 years, actively using social media, and predominantly female. This indicates that their level of trust in a product is strongly influenced by what they directly observe on social media, which in turn generates interest in making a purchase. This finding is consistent with Jiniso Jeans' strategy, which emphasizes reliability (meeting expectations of denim quality at an affordable price) and intentionality (brand commitment) as key factors in communicating product quality and building brand trust among consumers.



This result is also supported by previous studies conducted by Dewi (2023), which found a significant effect of brand trust on repurchase decisions in online clothing stores, as well as Agustina et al. (2023), which demonstrated the role of brand trust in purchasing decisions for Erigo products. Furthermore, Apriliani & Setyawati (2023) also support that maintained brand trust leads to higher satisfaction and increased purchasing decisions.

The Effect of Transaction Convenience on Purchasing Decisions

Transaction convenience also has a significant effect on purchasing decisions, thus supporting Hypothesis 2 (H2). The contribution of this variable is positive and significant, which is in line with the concept of Perceived Ease of Use (PEOU) in the Technology Acceptance Model (Davis, 1989).

Based on the demographic characteristics of respondents in terms of occupation, the majority are students (73%) with an income of less than IDR 2,000,000 (61%). This indicates that most respondents tend to prefer a shopping process that is easy, fast, and efficient. Natasya Wibowo (2025) further states that simple ordering, payment, and delivery processes are key factors in consumer convenience.

Female respondents also tend to prefer practical, fast, and uncomplicated transaction processes because they save time and effort in shopping. The availability of various payment methods such as bank transfers, e-wallets, and other digital payment options makes consumers feel more comfortable and secure when purchasing products.

This study is consistent with research conducted by Sarwani & Rohmah (2022), which concluded that trust and transaction convenience significantly affect online purchasing decisions on Shopee, as well as Adhitya & Fauziah (2023), who found similar effects on the Shopee platform.

The Effect of Brand Trust and Transaction Convenience on Purchasing Decisions

The F-test results show that both independent variables simultaneously have a positive and significant effect on Purchasing Decisions, thus supporting Hypothesis 3 (H3). This indicates that Brand Trust provides a long-term relational foundation (Astuti, 2022; Apriliani & Setyawati, 2023), while Transaction Convenience offers functional benefits as an immediate facilitating factor (Sarwani & Rohmah, 2022; Adhitya & Fauziah, 2023). However, the contribution of 38.5% suggests that there are still other influencing factors, such as content marketing, customer experience, and product variation, as noted by Jarwati (2024) in relation to repurchase intention for Jiniso Jeans products.

This finding is also consistent with the respondents' income characteristics, where the majority (61%) have an income below IDR 2,000,000.



This indicates that most respondents are students or individuals without a stable income. Consumers with this income level tend to be more selective in choosing and purchasing online fashion products. Therefore, Brand Trust becomes an important factor to ensure consumers feel confident about product quality. In addition, transaction convenience such as promotions, free shipping, and easy-to-use digital payment methods also increases purchasing decisions, as it makes consumers feel more economical and comfortable when shopping online.

CONCLUSION

This study shows that brand trust and transaction convenience have a positive and significant effect on purchasing decisions for Jiniso Jeans fashion products on the TikTok Shop platform. Partially, brand trust is proven to be a very strong factor in driving purchases, confirming that the higher the consumer trust in a brand, the greater their tendency to make a purchase. Meanwhile, transaction convenience also has a positive and significant effect, indicating that an easy, fast, and secure transaction process is an important determinant of purchasing decisions in social commerce.

Simultaneously, both independent variables have a significant effect on purchasing decisions, showing that brand trust and transaction convenience are able to explain 38.5% of the variation in purchasing decisions, while the remaining 61.5% is influenced by other variables outside the research model. Therefore, it can be concluded that brand trust and transaction convenience are important factors in increasing consumers' purchasing decisions on TikTok Shop for Jiniso Jeans products.

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