

## THE INFLUENCE OF QUALITY PERCEPTION, MULTISENSORY PERCEPTION, AND BRAND REPUTATION ON PURCHASE INTENTION USING TRUST AS MEDIATION ON TIKTOK SHOP

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### Abstract

This research examines the influence of quality perception, multisensory perception, and brand reputation on consumer purchase intention on TikTok Shop, with trust as a mediating variable. The rapidly developing phenomenon of online shopping, especially on social media platforms like TikTok, makes consumer trust a crucial foundation. Although previous studies have highlighted the importance of trust and quality perception, the integration of brand reputation and multisensory elements in influencing purchase intention has rarely been explored in depth. Using a quantitative approach with 177 TikTok Shop user respondents in Surakarta, data was collected through questionnaires and analyzed using SmartPLS 4. The research results show that quality perception and brand reputation have a positive and significant influence on trust. Trust, in turn, also has a positive and significant influence on purchase intention. Furthermore, trust is proven to significantly mediate the relationship between quality perception and purchase intention, as well as between brand reputation and purchase intention. However, multisensory perception does not show a significant influence on trust, and trust is also unable to significantly mediate the relationship between multisensory perception and purchase intention. These findings underscore the vital role of quality and reputation in building trust, which then drives purchase intention in a dynamic e-commerce environment. This research provides practical insights for sellers on TikTok Shop to optimize their marketing strategies by focusing on improving product quality, building a strong brand reputation, and fostering consumer trust.

**Keywords:** Quality Perception, Brand Reputation, Trust

### INTRODUCTION

Currently, the shift to online shopping is developing very rapidly. Current technological advancements allow shopping from home through e-commerce to buy products such as clothes, food, skincare, make-up, and others through online shops or social media. Online shopping offers convenience without having to visit a physical store, thus providing great benefits for consumers. Product quality perception is a factor in determining consumer purchase intention. TikTok, as a rapidly growing social media platform, has become a primary channel for product production, especially among young people. The integrated

shopping features on this platform, TikTok Shop, offer opportunities for brands to interact directly with consumers through engaging and interactive content (Sa'adah et al., 2022). TikTok, created by Zhang Yiming, is an application where users can create music videos and express themselves freely. TikTok Shop is a social e-commerce platform on TikTok that allows sellers to offer products directly to users. TikTok Shop features are available to users with business accounts, to facilitate sales through in-feed videos, live streams, and product catalog tabs. Consumer trust is a very important foundation in every online transaction. This trust factor arises from how sellers are perceived in terms of credibility, transaction security, and the reliability of the information provided. The formation of trust does not only depend on visual appearance or product descriptions, but is also influenced by multisensory experiences that can reduce consumer doubts. Previous research results show that higher levels of trust tend to increase the likelihood of consumers making repeat purchases. Trust not only affects initial purchase decisions, but also directly impacts consumer attitudes, which become the basis for determining purchase intention. When a high level of trust is created, consumers are more likely to make repeat purchases online, making this aspect a significant factor in building customer loyalty and business sustainability (Han et al., 2024).

Amidst the increasingly complex e-commerce ecosystem, consumer trust is also strengthened by a brand's reputation. A good reputation is an important indicator that make consumers feel that the product or service is reliable and of high quality (Agmeka et al., 2019). Although previous studies have explored the influence of trust and perceived quality, research integrating brand reputation with multisensory elements in deeply influencing purchase intention is still rare. However, in the fierce competition in the e-commerce industry, brand reputation is not only used as a measure of credibility but also serves as a crucial differentiating factor for digital businesses in gaining consumer trust and loyalty. Research on the importance of perceived quality and multisensory perception also plays a vital role in shaping the consumer experience. Multisensory experiences involve stimulating several senses simultaneously, such as sight, hearing, and touch, which can enhance user engagement and strengthen product memory (Han et al., 2024). Research shows that positive multisensory experiences can increase purchase intention by creating positive associations between the brand and the user experience. In the context of TikTok Shop, perceived quality can be influenced by several elements, including product reviews, visualization, and user experience. Therefore, this study aims to analyze the relationship between perceived quality, multisensory perception, brand reputation, and trust towards purchase intention on TikTok Shop. This research is expected to provide new insights into the dynamics of consumer behavior in the digital era. This study will also provide practical recommendations for sellers to optimize their strategies on TikTok Shop.

## IMPLEMENTATION METHOD

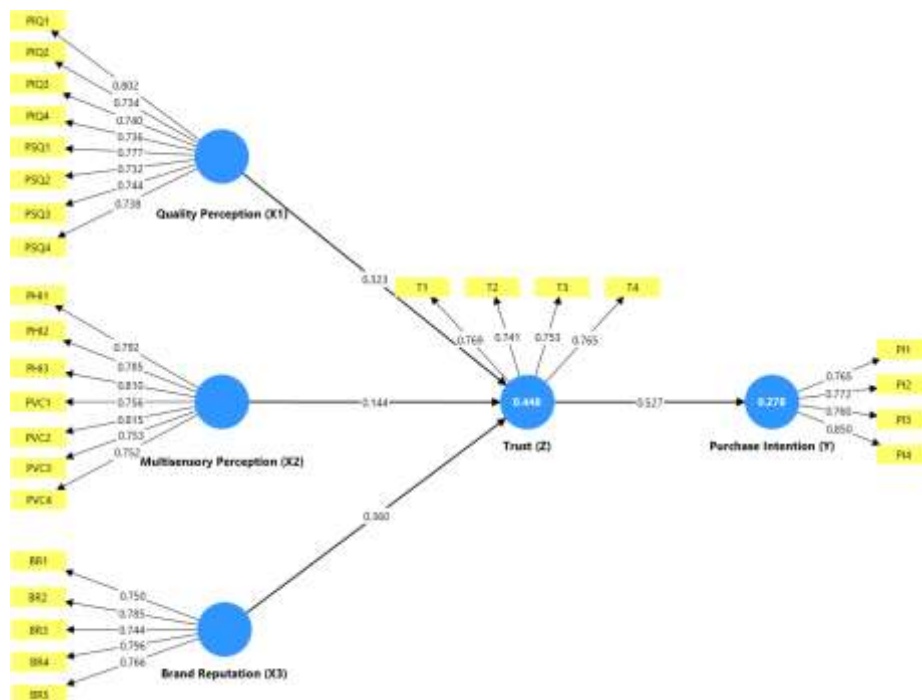
The type of research used in this study is a quantitative method with a non-probability sampling research type, applying a purposive sampling technique. Quantitative research is generally defined as a research method that focuses on collecting and analyzing data in the form of numbers or statistics. Quantitative research methods are an approach that focuses on collecting and analyzing numerical data, where every step from information gathering to data interpretation is carried out systematically and structured to achieve objective results (Ali et al., 2022). The purpose of this study is to analyze and test the hypotheses that have been established.

## RESULTS AND DISCUSSION

In quantitative research, data analysis includes the process of data processing and presentation. The collected data is analyzed using the Structural Equation Modeling (SEM) analysis technique based on Partial Least Square (PLS), assisted by the SmartPLS 4 application. The following is the PLS program model tested:

### 1. Results of Outer Model Data Analysis

In this study, evaluation was carried out by applying an external model (outer model) to measure the direct influence between variables. The results of this study produce a scheme as described below:



Picture 2. *Outer Model test result*

## 1.1 Validity test

### a. *Covergent Validity*

An ideal outer loading value is  $> 0.7$ , indicating that the indicators in the model contribute significantly to the construct they represent. However, outer loading values in the range of 0.5–0.6 are still considered adequate under certain conditions. The following are the outer loading values for each indicator in the research variables:

**Table 6. Outer Loading**

Variable	Indicator	Outer Loading
Quality Perception (X1)	PIQ1	0.802
	PIQ2	0.734
	PIQ3	0.740
	PIQ4	0.736
	PSQ1	0.777
	PSQ2	0.732
	PSQ3	0.744
	PSQ4	0.738
Multisensory Perception (X2)	PHI1	0.792
	PHI2	0.785
	PHI3	0.810
	PVC1	0.756
	PVC2	0.815
	PVC3	0.753
Brand Reputation (X3)	PVC4	0.752
	BR1	0.750
	BR2	0.785
	BR3	0.744
	BR4	0.796
Purchase Intention (Y)	BR5	0.766
	PI1	0.765
	PI2	0.772
	PI3	0.760
Trust (Z)	PI4	0.850
	T1	0.769
	T2	0.741
	T3	0.753
	T4	0.765

**Source: Data Primer 2025**

Based on Table 6, the displayed outer loading values show that all indicators in the research variables have an outer loading value  $> 0.7$

**b. Discriminant Validity**

**Table 7. Cross Loading**

Variabel	Quality Perception	Multisensory Perception	Brand Reputation	Purchase Intention	Trust
PIQ1	<b>0.802</b>	0.372	0.396	0.290	0.488
PIQ2	<b>0.734</b>	0.391	0.245	0.216	0.302
PIQ3	<b>0.740</b>	0.361	0.455	0.296	0.412
PIQ4	<b>0.736</b>	0.317	0.321	0.214	0.470
PSQ1	<b>0.777</b>	0.440	0.350	0.271	0.415
PSQ2	<b>0.732</b>	0.477	0.439	0.362	0.462
PSQ3	<b>0.744</b>	0.463	0.352	0.332	0.385
PSQ4	<b>0.738</b>	0.504	0.296	0.311	0.465
PHI1	0.496	<b>0.792</b>	0.313	0.278	0.414
PHI2	0.514	<b>0.785</b>	0.263	0.185	0.347
PHI3	0.438	<b>0.810</b>	0.239	0.230	0.355
PVC1	0.397	<b>0.756</b>	0.120	0.195	0.235
PVC2	0.451	<b>0.815</b>	0.228	0.260	0.340
PVC3	0.314	<b>0.753</b>	0.189	0.205	0.297
PVC4	0.375	<b>0.752</b>	0.207	0.182	0.306
BR1	0.371	0.218	<b>0.750</b>	0.329	0.321
BR2	0.365	0.219	<b>0.785</b>	0.466	0.469
BR3	0.405	0.285	<b>0.744</b>	0.363	0.440
BR4	0.445	0.231	<b>0.796</b>	0.460	0.479
BR5	0.245	0.177	<b>0.766</b>	0.346	0.399
PI1	0.295	0.180	0.395	<b>0.765</b>	0.387
PI2	0.294	0.155	0.451	<b>0.772</b>	0.372
PI3	0.267	0.195	0.355	<b>0.760</b>	0.350
PI4	0.345	0.331	0.419	<b>0.850</b>	0.519
T1	0.466	0.297	0.356	0.392	<b>0.769</b>
T2	0.482	0.249	0.395	0.306	<b>0.741</b>
T3	0.393	0.314	0.385	0.423	<b>0.753</b>
T4	0.428	0.417	0.531	0.459	<b>0.765</b>

**Source: Data Primer 2025**

Based on Table 7, it is shown that each indicator has the highest loading value on the measured variable compared to other variables. For example, indicators for the Quality Perception variable, such as PIQ1 to PSQ4, have the largest loading value on the Quality Perception variable. The same applies to the Multisensory Perception (PHI1 to PVC4), Brand Reputation (BR1 to BR5), Purchase Intention (PI1 to PI4), and Trust (T1 to T4) indicators. These findings indicate that each indicator successfully measures the intended construct and is able to differentiate its variable from other variables. Thus, all indicators meet the discriminant validity requirements and can be used for further analysis in this study.

**Table 8. Average Variance Extracted (AVE)**

Variable	AVE ( <i>Average Variance Extracted</i> )	Information
Quality Peception (X1)	0.564	Valid
Multisensory Perception (X2)	0.610	Valid
Brand Reputation (X3)	0.590	Valid
Purchase Intention (Y)	0.620	Valid
Trust (Z)	0.573	Valid

**Source: Data Primer 2025**

Based on Table 8, the AVE (Average Variance Extracted) value for each variable in this study is greater than 0.5. The AVE values for each variable are: quality perception (X1) at 0.564; multisensory perception (X2) at 0.610; brand reputation (X3) at 0.590; purchase intention (Y) at 0.620; and trust at 0.573. This indicates that all variables in this study meet the discriminant validity criteria.

### c. Reliability test

In this study, reliability assessment was performed using the Composite Reliability and Cronbach's Alpha methods. The composite reliability and Cronbach's Alpha values for each variable in this study are as follows:

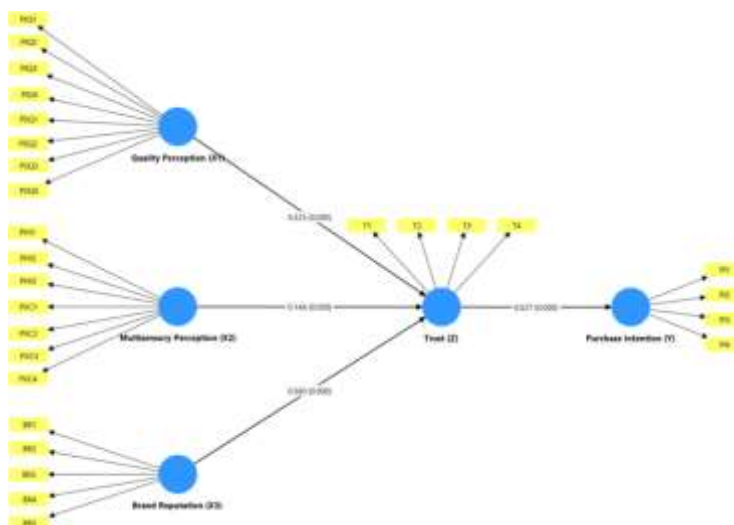
**Table 9. Cronbach's Alpha dan Composite Reliability**

Variabel	Cronbachs Alpha	Composite Reliability
Quality Perception (X1)	0.890	0.893
Multisensory Perception (X2)	0.894	0.902
Brand Reputation (X3)	0.828	0.834
Purchase Intention (Y)	0.797	0.820
Trust (Z)	0.753	0.757

**Source: Data Primer 2025**

Based on the test results in Table 9 above, each variable has a Composite Reliability value  $> 0.7$ , which is considered reliable, and Cronbach's Alpha yields a lower value because all indicators are assumed to have the same weight (Nancy Yusnita et al., 2023). Details of Cronbach's Alpha values for each variable: quality perception (X1) at 0.890; multisensory perception (X2) at 0.894; brand reputation (X3) at 0.828; purchase intention (Y) at 0.797; trust (Z) at 0.753. Details of composite reliability values for each variable: quality perception (X1) at 0.893; multisensory perception (X2) at 0.902; brand reputation (X3) at 0.834; purchase intention (Y) at 0.820; trust (Z) at 0.757

### 1. Inner Model Data Analysis Results



To test the structural model, the Bootstrapping procedure was applied using Smart PLS 4

software to obtain reliable parameter estimates. The inner model was evaluated through three main analytical approaches: measurement of the R2 (R-Square) determination value, Goodness of Fit (GoF), and Coefficient Path.

## 2. Hypothesis testing

### *Path Coefficient test*

The path coefficient test was performed by applying bootstrapping to obtain t-statistics, p-values, and original sample values. A p-value < 0.05 indicates a significant influence, while > 0.05 means not significant. With a significance level of 5% (t-statistics > 1.979), it is considered significant. The results of the Path Coefficient test are as follows:

**Table 11. result Path Coefficient (Direct Effect)**

Variable	Hipotesis	Original Sample	t-Statistic	P Values	Information
Quality Perception → Trust	H1	0,323	3,661	0,000	Positif dan signifikan
Multisensory Perception → Trust	H2	0,144	1,886	0,059	Positif dan tidak signifikan
Brand Reputation → Trust	H3	0,360	4,466	0,000	Positif dan signifikan
Trust → Purchase Intention	H4	0,527	9,600	0,000	Positif dan signifikan

**Source: Data Primer 2025**

Based on Table 11, the Path Coefficient (Direct Effect) values are interpreted as follows:

1. H1 tests whether quality perception has a positive and significant effect on trust. Based on Table 11, the t-statistic value is 3.661 with an effect size of 0.323 and a p-value < 0.05. Therefore, H1 can be accepted. This indicates that the higher the perceived quality, the significantly higher consumer trust will be.
2. H2 tests the effect of multisensory perception on trust, where the results show a positive but not significant effect. Table 11 shows a t-statistic value of 1.886 with an influence coefficient of 0.144 and a p-value > 0.05. Thus, it can be concluded that H2 is rejected. This means there is a positive but not significant effect between multisensory perception and trust. A higher multisensory perception does not necessarily lead to increased trust.
3. H3 tests the relationship between brand reputation and trust, with results showing a positive and significant influence. From Table 11, a t-statistic value of 4.466 was obtained with an influence coefficient of 0.360 and a p-value < 0.05. Thus, H3 is accepted, meaning that a good brand reputation can significantly increase consumer trust.
4. H4 tests whether trust positively and significantly influences purchase intention. The t-statistic value is 9.600 with an influence magnitude of 0.527 and a p-value < 0.05. Based on Table 11, H4 is supported. This indicates that the higher the consumer trust, the greater the intention to make a purchase.

**Table 12. Specific Indirect Model (Indirect Effect)**

Variable	Hypothesis	Original Sample	t-Statistic	P Values	Information
Quality Perception → Trust → Purchase Intention	H5	0,170	3,465	0,000	Positif and signifikan
Multisensory Perception → Trust → Purchase Intention	H6	0,076	1,812	0,070	Positif and not signifikan
Brand Reputation → Trust → Purchase Intention	H7	0,190	3,783	0,000	Positif and signifikan

**Source: Data Primer 2025**

Based on Table 12, the interpretation of the Specific Indirect Model (Indirect Effect) values is as follows:

1. H5 tests whether trust acts as a mediator in the relationship between quality perception and purchase intention. From Table 12, a t-statistic value of 3.465 was obtained with an influence coefficient of 0.170 and a p-value  $< 0.05$ . Therefore, H5 is accepted. This indicates that trust positively and significantly mediates the effect of quality perception on purchase intention.
2. H6 assesses the role of trust as a mediator between multisensory perception and purchase intention. From the data in Table 12, the t-statistic value is 1.812 with an influence magnitude of 0.076 and a p-value  $> 0.05$ , so it can be concluded that H6 is rejected. This means that trust has not been able to significantly mediate the relationship between multisensory perception and purchase intention.
3. H7 tests the role of trust in the relationship between brand reputation and purchase intention. Table 12 shows a t-statistic value of 3.783 with an influence coefficient of 0.190 and a p-value  $< 0.05$ . Thus, H7 is accepted. This indicates that trust can positively and significantly mediate the effect of brand reputation on purchase intention.

The results obtained from this study are that Brand Reputation has a positive and significant effect on Purchase Intention, mediated by Trust. In this case, the statement is further strengthened by the t-statistic value of 3.783 or  $> 1.96$ , indicating a positive effect, and a P-Value of  $0.000 < 0.05$ , indicating a significant effect. This illustrates that a better improvement in brand reputation can increase consumer trust, which effectively increases purchase intention. These research findings are supported by research conducted by Azizah (2024), which states that consumer assessment of product quality plays a significant role in building trust, which then encourages consumers' tendency to purchase a product. Trust acts as a link between perceived product quality and purchasing behavior, meaning that the relationship remains direct but is strengthened by the presence of trust. This study also reveals that effective communication from the company can foster consumer trust, thereby increasing



the likelihood of purchases. Overall, the results of this study show that building a positive image through product quality and communication is an important strategy for creating trust and encouraging purchases.

## CONCLUSION

Quality Perception has a positive and significant effect on Trust. This means that the higher consumers' perception of product or service quality on TikTok Shop, the higher their level of trust will be. Multisensory Perception shows a positive but not significant effect on Trust. Thus, although sensory experiences provide a positive impression, they are not strong enough to statistically form trust. Brand Reputation has a positive and significant effect on Trust. A good brand image can encourage the formation of trust from consumers towards sellers on TikTok Shop. Trust has a strong and significant impact on Purchase Intention. When consumers feel trust towards a seller or platform, their desire to make a purchase tends to increase. Trust is proven to significantly mediate the relationship between Quality Perception and Purchase Intention. This indicates that consumers' perceived quality will drive purchase intention through the intermediary of trust. Trust is unable to significantly mediate the relationship between Multisensory Perception and Purchase Intention. Although multisensory perception has a positive directional influence, its influence on purchase intention through trust is not significant. Trust significantly mediates the relationship between Brand Reputation and Purchase Intention. In other words, a positive brand reputation will increase consumer purchase intention through the formation of trust.

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