

## ABSTRACT

This study aims to explain; (1) the effect of Social Commerce Construct on Consumer Trust , (2) The influence of Social Commerce Construct on Purchase intention . (3) the influence of Consumer Trust on Purchase intention . (4) and Consumer Trust mediates the relationship between Social Commerce Construct with Purchase Intentions. This study is an explanatory research with a quantitative approach. The sample in this study was 100 respondents from Shopee e-commerce users and who have made online *purchases* through the Shopee *website* and have purchased a general one time. The sampling technique in this study uses a probability sampling technique with purposive sampling and the data collection method uses a questionnaire. The data analysis used is descriptive statistical analysis and path coefficients .

The results of the analysis show that: (1) the variable Social Commerce Construct has a significant effect on the variable Consumer Trust . (2) The Social Commerce Construct variable has a significant impact on the intention Purchasé varabel with the Consumer Trust variable as a mediasi variable. The ndirect effect results show that the Consumer Trust variable plays a role in the relationship between the Social Commerce Construct and Purchase intention variables. (3) The *Consumer Trust* variable has a significant effect on the *Purchase Intention variable* .(4) *Consumer Trust* mediates the relationship between *Social Commerce Construct* and *Purchase Intention*

**Key words:** *Social Commerce Construct, Consumer Trust and Purchase Intention*