The Influence of Price, Brand Trust, and Transaction Security on Purchase Intention for Fashion Products on TikTok Shop (a Study on Men's Fashion Brand Manzone)

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Abstract

The Objectives –This study aims to analyze the influence of price, brand trust, and transaction security on consumer purchase intention for men's fashion brand Manzone through the TikTok Shop platform. The primary objective of this study is to determine the dominant factors influencing consumer purchase intention in the context of social commerce.

The Methods/Approaches –This study employed a quantitative approach with multiple linear regression analysis. Data were collected from 95 respondents through an online questionnaire distributed through social media. The sampling technique used accidental sampling, with respondents being TikTok Shop users who had purchased Manzone products in the past two years. Each variable was measured using a Likert scale based on theoretical indicators.

The Results –The results of the study indicate that all three variables—Price, Brand Trust, and Transaction Security—have a positive and significant partial effect on Purchase Intention. Of the three, Price has the dominant influence, with the highest regression coefficient. This confirms that price perception is a key factor in shaping consumer purchasing decisions on TikTok Shop.

The Research Implications –This research contributes to the understanding of consumer behavior in social commerce, particularly in the men's fashion sector. The managerial implications of this research suggest that Manzone needs to optimize its pricing strategy, build strong brand trust, and ensure a secure transaction system to increase consumer purchasing interest and competitiveness in the digital marketplace.

Keywords: Price, Brand Trust, Transaction Security, Purchase Interest

1. Introduction

Digital transformation has transformed the retail landscape, including the fashion industry, with the rise of social media-based e-commerce platforms like TikTok Shop. One of the latest trends is the emergence of social commerce, where consumers conduct transactions directly through social media apps. TikTok Shop is a pioneer in combining entertainment content with buying and selling, triggering significant growth in interest in purchasing fashion products. According to Katadata, Indonesia had over 157 million TikTok users as of July 2024, making it the second-

largest market in the world (Garuda Website, 2024). This situation opens up significant opportunities for brands like Manzone to leverage the platform to reach Indonesian male consumers.

The development of e-commerce in Indonesia has experienced a rapid surge, particularly following the COVID-19 pandemic, which has driven a shift in consumer behavior toward online shopping. According to a Bank Indonesia report (2024), the value of e-commerce transactions in Indonesia in the first quarter of 2024 reached IDR 121.3 trillion, with the fashion sector dominating the transaction contribution. This indicates the significant potential for selling fashion products through digital platforms. TikTok Shop, as a new sales channel, is contributing to this growth by offering an interactive shopping experience. In this context, research into the factors influencing consumer purchasing intention is highly relevant.

One factor influencing purchase intention is price, Kotler & Keller (2016), which plays a significant role in fashion product purchasing decisions among male consumers (Safitri & Indra, 2024). Competitive and transparent pricing can enhance a product's perceived value, especially on platforms that showcase multiple brands simultaneously, such as TikTok Shop. Studies by Hermansyah et al. (2024) and Tania et al. (2022) show that perceived fairness in pricing positively correlates with online consumer purchase intention. In the case of the Manzone brand, it is important to understand how consumer perceptions of price influence purchasing decisions. TikTok Shop frequently features promotions and discounts, which can enhance the appeal of prices to users.

Besides price, brand trust is a key element in the context of online purchasing. Consumers tend to be more trusting and loyal to brands that are well-known and have a positive reputation. According to Damayanti et al. (2025) and Melati et al. (2024), brand trust mediates the relationship between quality expectations and purchasing decisions on e-commerce platforms. Manzone, as a well-known men's fashion brand, needs to consistently manage consumer perceptions across digital channels. The level of consumer trust in Manzone on TikTok Shop will significantly determine the success of their marketing strategy on the platform.

Transaction security is also a major concern in online shopping behavior (Yuniarti & Herlina, 2025). Consumers often hesitate to make transactions without guarantees of payment security or personal data confidentiality. TikTok Shop, despite its integrated payment system, still faces challenges in building trust in transactions (Damayanti et al., 2025). According to a survey by Katadata Insight Center (2023), 62% of e-commerce users in Indonesia stated that transaction security is an important factor in choosing a shopping platform. Therefore, the influence of transaction security on purchasing interest in TikTok Shop must be systematically evaluated.

The phenomenon of increasing interest in shopping for men's fashion on platforms like TikTok Shop is not only influenced by visual and interactive features, but also by digital urban lifestyle trends. Young men in Indonesia are starting to show interest in appearance and clothing style, as reflected in the growth of sales of men's fashion products. Data from Statista (2022) shows that Revenue in the Indonesian shirt segment amounted to USD 1.17 Billion in 2022. The market is expected to grow

annually by 5.69% (CAGR 2022-2026). In the men's shirt segment, volume is estimated to reach 50.64 million pcs in 2026. The Indonesian men's shirt segment is expected to show volume growth of 2.7% in 2023. TikTok Shop enables direct interaction between sellers and buyers, creating a more personalized shopping experience. The Manzone brand was chosen as one of the local men's fashion brands active on the digital platform. With a clear market segment and strong brand identity, Manzone has the potential to grow within the TikTok Shop ecosystem. The Manzone brand can leverage this trend to expand their market share.

The use of influencer marketing in TikTok Shop also plays a crucial role in shaping consumer perceptions and purchasing interest (Putri & Rosmita, 2024). Influencers wearing certain fashion products can have a psychological effect on audiences, encouraging them to adopt the displayed style. A study by Iskandar & Rahadhini (2025) showed that influencer-based marketing on TikTok increased engagement and purchase conversions by up to 35%. In the context of Manzone, collaborating with male influencers can strengthen brand image and attract purchasing interest from the target market. This strategy is becoming increasingly important in the digital era, which is heavily influenced by public opinion and visual representation.

TikTok consumers tend to be impulsive in making purchasing decisions due to the immediate impact of visual content and limited-time offers (Safitri & Indra, 2024). This reinforces the need to understand psychological factors such as price perception, brand trust, and transaction security. The TikTok Shop platform offers a live shopping feature that can trigger instant decisions from users. Therefore, this research is crucial to analyze how these variables work simultaneously to influence purchasing intention. This knowledge will provide strategic insights for fashion businesses like Manzone.

Purchase intention is not only a result of external stimuli such as price and promotions, but also an internal evaluation of perceived benefits and risks. TikTok Shop, as a new platform, has different dynamics than conventional e-commerce. In the context of men's fashion, purchasing decisions are often influenced by style, comfort, and brand trust. Therefore, understanding the factors that influence purchase intention will help brands adapt their marketing strategies. This research will fill the gap in the literature regarding men's fashion consumer behavior on TikTok Shop.

The increasing adoption of technology by the younger generation is also driving a shift in shopping preferences. Generation Z and millennials, who make up the majority of TikTok users, tend to prioritize fast, convenient, and visual shopping experiences. According to We Are Social (2024), more than 70% of Indonesian TikTok users are aged 18–34. This segment is highly responsive to price, security, and brand trust. Therefore, this research is crucial for mapping the key determinants of their purchasing interest in men's fashion products.

This research is expected to provide theoretical contributions to the development of consumer behavior models in social commerce. Many previous studies have focused on large platforms like Shopee and Tokopedia, but few have specifically examined TikTok Shop. This research will enrich the literature on

psychological and social factors influencing digital shopping behavior. The results can also inform the formulation of content-based marketing strategies on social platforms. Therefore, the empirical approach used will provide added value in both academia and industry.

In the perspective of the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975), purchase intention is the result of an individual's evaluation of a certain behavior, influenced by beliefs and assessments regarding product attributes. Price is one of the key attributes that shapes these beliefs. According to Kotler and Keller (2016), a price perceived as fair, reasonable, and aligned with product quality will enhance the perceived value, which fosters a positive attitude toward purchasing. Within the TRA framework, when consumers perceive that the price of fashion products on TikTok Shop is competitive and commensurate with the benefits received, their attitude toward purchasing will be positive, thereby increasing purchase intention. Therefore, it can be posited that a favorable price perception positively affects purchase intention.

H1: Price perception has a positive effect on purchase intention for fashion products on TikTok Shop.

Brand trust can be explained through the Commitment-Trust Theory of Relationship Marketing proposed by Morgan and Hunt (1994). This theory emphasizes that trust is a fundamental element in building long-term relationships between consumers and brands. Brand trust reduces uncertainty and perceived risk in purchase decisions, especially in online transactions. In this context, consumers who believe in the consistency of quality, product authenticity, and the honesty of information provided by the Manzone brand are more likely to make purchases. Based on this theory, brand trust acts as a primary driver of purchase intention because it creates a sense of security and confidence that consumer expectations will be fulfilled.

H2: Brand trust has a positive effect on purchase intention for fashion products on TikTok Shop.

Transaction security in online shopping behavior can be understood through the Technology Acceptance Model (TAM) developed by Davis (1989). This model states that technology acceptance is influenced by perceived ease of use and perceived usefulness, which in the context of e-commerce includes perceived security as a key factor. High perceptions of security—such as guarantees of personal data protection, reliability of payment systems, and clear return policies—will enhance the perceived usefulness of the platform and reduce psychological barriers to purchasing. Within the TAM framework, if TikTok Shop users perceive that its transaction system is secure, they are more likely to adopt the platform as a purchasing medium, thereby increasing purchase intention for fashion products.

H3: Transaction security has a positive effect on purchase intention for fashion products on TikTok Shop.

Based on the theoretical review presented, it is understood that the variables of price, brand trust, and transaction security are closely related to the formation of consumer purchase intention, as explained through the relevant grand theories. These relationships are then illustrated in the conceptual framework, which depicts

the direction of influence of each independent variable on the dependent variable, thereby serving as the basis for formulating the research hypotheses.
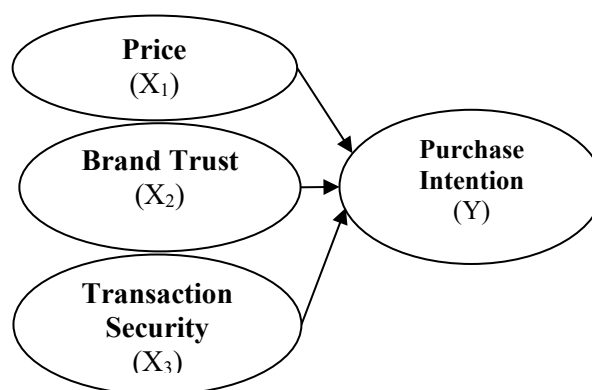
Image 1. Conceptual Framework

2. Methodology

This study uses a quantitative approach that aims to examine the influence of Price, Brand Trust, and Transaction Security on purchasing interest in Manzone brand men's fashion products on the TikTok Shop platform. The study was conducted in South Sulawesi Province from March to June 2025, with data collection conducted through an online questionnaire distributed to active TikTok Shop users. The population in this study were TikTok Shop users who had purchased Manzone brand men's fashion products at least once in the last 2 years. The sampling technique used was accidental sampling, where respondents were selected based on the criteria of active use and willingness to fill out the questionnaire voluntarily.

The sample size was determined based on the formula from Hair et al. (2014), which uses the number of indicators multiplied by five as the minimum sample size for multivariate analysis. This study included three independent variables: Price, Brand Trust, and Transaction Security, and one dependent variable: Purchase Intention, with a total of 19 indicators. Based on this calculation, the minimum number of respondents required was $19 \times 5 = 95$. This number was deemed sufficient to provide representative results with an acceptable level of confidence.

Data collection techniques included distributing an online questionnaire via Google Form to relevant TikTok Shop users. The questionnaire was structured based on theoretical indicators for each variable and used a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions and attitudes toward the variables Price, Brand Trust, Transaction Security, and Purchase Intention.

To obtain measurable research results that can be analyzed quantitatively, each variable in this study needs to be described operationally. Operational definitions aim to provide clear boundaries for abstract concepts so they can be measured using research instruments. In this study, there are four main variables: Price (X1), Brand Trust (X2), Transaction Security (X3), and Purchase Intention (Y). Each variable is explained through a number of indicators compiled based on theory and previous

research, and measured using a 5-point Likert scale. The operational definitions and indicators for each variable can be seen in the following table.

Table 2.1 Operational Definitions Variables and Indicator

Variables	Operational Definition	Indicator
Price (X1)	Consumer perception of the monetary value that must be paid to obtain Manzone men's fashion products on TikTok Shop.	1. Prices are in accordance with quality. 2. More competitive prices. 3. Prices are commensurate with benefits. 4. Attractive promotions/discounts. 5. Clear and transparent prices.
Brand Trust (X2)	The level of consumer trust in the Manzone brand in terms of quality, information, and consistency of fashion products on TikTok Shop.	1. Consistency of product quality. 2. Confidence in product authenticity. 3. Honest product information. 4. Satisfaction with previous experiences. 5. Good reputation on TikTok.
Transaction Security (X3)	Consumer perceptions of security in the payment process and data protection when transacting on TikTok Shop.	1. Secure payment system. 2. Personal data is protected. 3. No worries about fraud. 4. Buyer protection available.
Purchase Intention (Y)	Consumers' tendency to consider and plan purchases of Manzone men's fashion products on TikTok Shop.	1. Intention to repurchase. 2. Seeking further information. 3. Recommending to others. 4. Interested in Manzone promotions. 5. Plan to purchase in the near future.

3. Results and Discussion

This research was conducted on TikTok Shop platform users residing in South Sulawesi Province who had purchased Manzone brand men's fashion products within the past two years. Data collection was conducted online through the distribution of an online questionnaire designed using Google Forms. The questionnaire was distributed online, targeting active TikTok Shop users with direct experience in purchasing men's fashion products. This online distribution method was chosen based on the characteristics of TikTok Shop users who tend to be digitally active, responsive to visual content, and accustomed to conducting transactions through social media integrated with e-commerce.

Of the 95 respondents collected, the majority were male, 57 (60%), while 38 were female (40%). This composition aligns with the research's focus on purchasing men's fashion products, reflecting their direct involvement in the purchasing process of the products studied. However, the participation of female respondents remains significant, given their influence on family or partner shopping decisions. These

findings also reflect the increasingly broad and inclusive user base of TikTok Shop, which embraces a wide range of products, including men's fashion.

Based on age distribution, the majority of respondents were between 21 and 30 years old, with 59 respondents (62.1%), followed by the 31–40 age group with 21 respondents (22.1%), and those over 40 with 15 respondents (15.8%). This data shows that TikTok Shop users interested in the Manzone brand of men's fashion products are dominated by young, productive, and technologically adaptive people. This age segmentation aligns with the characteristics of TikTok's main users, namely millennials and Gen Z, who have a preference for visual and interactive shopping. They tend to follow fashion trends communicated through live content, influencers, and flash sales.

In terms of occupation, respondents were dominated by private sector employees (33 people) (34.7%), followed by students (29 people) (30.5%), entrepreneurs (20 people) (21.1%), and the remainder worked as civil servants, freelancers, or were unemployed. This distribution reflects the active economic background of most respondents, who have purchasing power and a need for clothing styles relevant to the context of men's fashion. Employees and entrepreneurs tend to seek comfortable yet professional clothing, while students are more concerned with price and trends.

Overall, the demographic characteristics of the respondents in this study indicate a predominance of young, male, and economically active age groups with high levels of digital literacy. This profile is relevant to TikTok Shop's market segmentation and aligns with Manzone's brand positioning as a modern and practical men's fashion brand. The combination of age, gender, and occupation provides a strong representative framework for assessing the influence of price, brand trust, and transaction security on consumer purchase intention. Therefore, this distribution of respondent characteristics serves as an important basis for examining the relationships between variables in the proposed research model.

Instrument Validity Test and Reliability Test
Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3.1 Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X1.1	0.777		*Valid*
X1.2	0.782		*Valid*
X1.3	0.851		*Valid*
X1.4	0.844		*Valid*
X1.5	0.747		*Valid*
X2.1	0.941		*Valid*
X2.2	0.963		*Valid*

X2.3	0.960	0.2017		*Valid*
X2.4	0.939			*Valid*
X2.5	0.835			*Valid*
X3.1	0.823			*Valid*
X3.2	0.843			*Valid*
X3.3	0.878			*Valid*
X3.4	0.815			*Valid*
Y.1	0.825			*Valid*
Y.2	0.879			*Valid*
Y.3	0.909			*Valid*
Y.4	0.8761			*Valid*
Y.5	0.710			*Valid*

Source: Processed Primary Data, 2025

Based on the table above, it can be seen that each question item is about the variables of price, brand trust, and transaction security. Regarding the interest in purchasing men's fashion products from the Manzone brand, have r count > than rtable (0.2017) And has a positive value. Thus, it can be concluded that all the questions are valid.

The results of the reliability testing of the research variables can be seen in the table below:

Table 3.2 Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Price (X1)	0.860	Cronbach's alpha > 0.60 so it is reliable	*Reliable*
Brand Trust (X2)	0.960		*Reliable*
Transaction Security (X2)	0.879		*Reliable*
Purchase Interest (Y)	0.873		*Reliable*

Source: Processed primary data, 2025

Based on the table above, the results of the reliability test show that the calculated alpha coefficient (r) for all variables is greater than the required criteria of 0.60, namely each of them is0.860;0.960; 0.8790.873; > 0.60 so it can be said that the question items for all variables are reliable.

Classical Assumption Test
a. Normality Test

The normality test is used to test whether the residual variables in the regression analysis are normally distributed (Ghozali, 2018), and one way to find out whether the residual variables in this study are normally distributed or not is by using the Kolmogorov-Smirnov Test with the help of SPSS Software, with the basis for decision making being that if Asymp. Sig. (2-tailed) is greater than 0.05 then the data in the regression model is said to be normally distributed, and vice versa if Asymp. Sig. (2-tailed) is less than 0.05 then the data is said to be not normally distributed.

Table 3.3.One Sample Kolmogorov Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parametersa,b	Mean	,0000000
	Standard Deviation	,27929782
Most Extreme Differences	Absolute	,128
	Positive	,050
	Negative	-,128
Kolmogorov-Smirnov Z		1,245
Asymp. Sig. (2-tailed)		,090

Source: Processed primary data, 2025

Based on table 3.3 above, after conducting a normality test with the help of IBM SPSS Ver. 22 Software, it can be seen that the Asymp. Sig. (2-tailed) value is 0,090, meaning the Asymp. Sig. (2-tailed) value is > 0.050, so it can be said that the data in this study is normally distributed, so that the regression model meets the normality assumption.

b. Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between the independent variables in the research regression model. If there is a correlation between the independent variables, it can cause problems that can disrupt the regression model. A good regression model is one in which there is no multicollinearity (Ghozali, 2018). And to test whether multicollinearity occurs by looking at the Tolerance (T) and Variance Inflation Factor (VIF) values. If the T value is > 0.10 and the VIF value is < 10, it is said that there is no multicollinearity. And vice versa. After conducting a multicollinearity test using IBM SPSS Ver. 22 software, the following results were obtained:

Table 3.4. Multicollinearity Test Results
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	,827	1,209
	Brand Trust	,929	1,076
	Transaction Security	,881	1,135

Source: Processed primary data, 2025

Based on table 3.4 above, it can be seen that the results of the multicorrelation test show that the VIF value for the variablePrice(X1), Brand Trust (X2), Transaction Security (X3), is less than 10, as is the Tolerance value for the variablePrice(X1), Brand

Trust (X2), Transaction Security (X3), is greater than 0.10, which means that there is no multicollinearity in this study.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to see the accuracy of predicting independent variables. Price(X1), Brand Trust (X2), Transaction Security (X3), on the dependent variable Purchase Interest(Y). The multiple linear regression equation model in this study is as follows:

Table 3.5. Multiple Linear Regression Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,259	,377		,687	,494
	Price	,447	,075	,437	5,950	,000
	Brand Trust	,168	,042	,281	4,051	,000
	Transaction Security	,348	,069	,359	5,044	,000

Source: Processed Primary Data, 2025

Based on the table above, the multiple linear regression equation used can be made as follows:

$$Y = 0.259 + 0.447X1 + 0.168X2 + 0.348X3$$

Interpretation of the results of the multiple linear regression equation:

a = A constant of 0.259 can be interpreted as meaning that if all independent variables, namely price, brand trust, and transaction security are considered constant or do not change, then the value of the dependent variableInterest in buying men's fashion products from the Manzone brand through TikTok Shopis at 0.259. This means that when the four independent variables are zero, consumer purchasing interest still has a positive value of 0.259.

b1X1 = The regression coefficient of the Price variable is 0.447, meaning that price has a positive effect on consumer purchasing interest. This shows that if the price increases by 1 unit, thenInterest in buying men's fashion products from the Manzone brand through TikTok Shopwill also increase by 0.447 units.

b2X2 = The regression coefficient of the Price variable is 0.168, meaning that brand trust has a positive effect on consumer purchasing interest. This shows that if brand trust increases by 1 unit, thenInterest in buying men's fashion products from the Manzone brand through TikTok Shopwill also increase by 0.168 units.

b3X3 = The regression coefficient of the transaction security variable is 0.348, meaning that transaction security has a positive effect on consumer purchasing interest. This shows that if transaction security increases by 1 unit, thenInterest in buying men's fashion products from the Manzone brand through TikTok Shopwill also increase by 0.348 units.

Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant influence of the individual independent variables (X), namely price, brand trust and transaction security on the dependent variable (Y), consumer purchasing interest.men's fashion products brand manzonethroughTikTok Shop. Can be seen in the following test results table:

Table 3.6. t-Test Results

Variables	t – count	t - table	Sig.
Price (X1)	5,950		0,000
Brand Trust (X2)	4,051	1.986	0,000
Transaction security (X3)	5,044		0,000

Source: Processed Primary Data, 2025

Based on the results of the partial test calculations, the influence of the independent variable on the dependent variable can be explained as follows:

a. The t-test or partial test on the Price variable (X1) obtained a t-count of5,950greater than ttable 1.986 or from a significance of 0.000 less thanα= 0.05, then partially the Price variable (X1) has a significant effect on the Purchase Interest variable (Y).

b. The t-test or partial test on the Brand trust variable (X2) obtained a t-count of4,051greater than ttable 1.986 or from a significance of 0.000 less thanα= 0.05, then partially the Brand Trust variable (X2) has a significant effect on the Purchase Interest variable (Y).

c. The t-test or partial test on the Transaction Security variable (X2) obtained a t-count of 4,051greater than ttable 1.986 or from a significance of 0.000 less thanα= 0.05, then partially the Transaction Security variable (X3) has a significant effect on the Purchase Interest variable (Y).

Simultaneous Hypothesis Test (F Test)

The F-test is used to determine the simultaneous influence of independent variables (price, brand trust, and transaction security) on the dependent variable (purchase intention). The significance of the positive influence can be estimated by comparing the P-value α= 0.05 or F count and F table. The following is the calculation of the ANOVA F test statistic which can be seen in the following table:

Table 3.7. F-Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,703	3	3,568	44,274	,000b
	Residual	7,333	91	,081		
	Total	18,035	94			

Source: Processed Primary Data, 2025

Based on table 3.7 above, it shows that the independent variables, namely price, brand trust, and transaction security, simultaneously influence the dependent variable. Interest in buying men's fashion products from the Manzone brand through TikTok ShopThis result can be seen from the calculated F value of 44.274> Ftable 2,70 with a significance value of 0.000 <α= 0.05. These results indicate that the variables, namely price, brand trust, and transaction security, simultaneously influenceInterest in buying men's fashion products from the Manzone brandthroughTikTok Shop, so that if the price, brand trust and transaction security variables jointly increase thenInterest in buying men's fashion products from the Manzone brandthroughTikTok Shopwill also increase and vice versa.

Coefficient of Determination Test (R2)

The coefficient of determination (R2) essentially measures the model's ability to explain variation in the independent variables. The coefficient of determination ranges between zero and one. A small R2 value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

Table 3.8. Results of the calculation of the coefficient of determination test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,770a	,593	,580	,28386	1,712

Source: Processed Primary Data, 2025

Based on table 3.8 above, the R Square value shows a value of 0,593 or 59.30%. This means that the Purchase Intention variable (Y) is influenced by 59,30% of the Price (X1), Brand Trust (X2), and Transaction Security (X3) variables, while the remaining 40,7% is influenced by other variables not explained in this model.

DISCUSSION

1. The Influence of Price on Purchase Intention

From the results of the multiple linear regression analysis, the t-value obtained for the Price variable was 5.950 with a significance level of 0.000, which is much smaller than the significance level.α= 0.05. Thus, it can be concluded that partially, the Price variable has a positive and significant effect on consumer purchasing interest in Manzone brand men's fashion products through the TikTok Shop platform. This indicates that consumer perceptions of product prices as affordable, reasonable, and commensurate with quality are the main drivers in forming intentions to repurchase or recommend the product. Prices that are considered competitive amidst online fashion competition encourage consumers to consider Manzone products as their primary choice among the many other brands offered on TikTok Shop.

Furthermore, pricing features such as discounts, seasonal promotions, and flash sales frequently offered through TikTok Shop also increase product value

perception. Consumers who perceive a price that reflects product quality will be more inclined to make repeat purchases, especially if the price offered is more attractive than other platforms or brands. In the context of men's fashion, where consumers tend to seek quality yet affordable clothing, price clarity and transparency are important factors influencing purchase intention. These results align with research by Hermansyah et al. (2024), which found that price perception significantly influences purchasing decisions in e-commerce, particularly when coupled with perceived value and ease of transaction.

Furthermore, price perception is also closely related to perceptions of price fairness, which is the extent to which consumers feel the price they pay is commensurate with what they receive, Kotler & Keller (2016). When Manzone is able to maintain the perception that its product prices are not only competitive but also consistent and fair, it can increase consumer trust and loyalty. Strategies such as offering bundled prices, special prices for certain TikTok followers, or offering vouchers to loyal customers are also important instruments in shaping purchasing intention. In this case, price offers are seen not only as a functional component but also as a communication tool that strengthens brand value in the eyes of consumers.

These findings are reinforced by studies by Safitri & Indra (2024), Tania et al. (2022), and Bakti et al. (2020), which state that on social commerce platforms like TikTok Shop, price perception is more dynamic due to the direct influence of visual interactions and promotional content. Consumers evaluate prices not only rationally but also emotionally based on the promotional atmosphere, the influencers presenting the product, and the urgency of the purchase. Therefore, prices perceived as "limited offers" or exclusive can have a psychological effect that encourages quick purchasing decisions. This presents a strategic opportunity for the Manzone brand to continuously adapt its pricing model to the competitive and rapidly changing characteristics of the digital market.

Thus, the results of this study confirm that price plays a strategic role in influencing consumer purchase intention for the Manzone brand of men's fashion products on TikTok Shop. A careful and measured pricing strategy can increase brand appeal, expand the customer base, and create a positive perception of value in the long term. In the context of content-based e-commerce competition like TikTok Shop, price is not just a number, but a representation of brand positioning and consumer shopping experience. Therefore, effective pricing strategy management will not only encourage increased purchase intention but also create loyalty to a competitive local fashion brand like Manzone.

2. The Influence of Brand Trust on Purchase Intention

From the results of the multiple linear regression analysis, the t-value obtained for the Brand Trust variable was 4.051 with a significance level of 0.000, which is much smaller than the significance level. $\alpha= 0.05$. Thus, it can be concluded that partially, the Brand Trust variable has a positive and significant effect on consumer purchase interest in the Manzone brand of men's fashion products through the TikTok Shop platform. This result indicates that the higher the consumer trust in the Manzone brand, the higher the brand trust.—The more trust a brand has in terms of

reputation, product quality, and service consistency, the greater their likelihood of making a purchase. Brand trust creates a sense of psychological security, reduces perceived risk in online transactions, and strengthens confidence that the product purchased will meet consumer expectations. In the context of TikTok Shop, Brand Trust serves as a crucial bridge between digital promotional exposure and actual purchasing.

Furthermore, dimensions of brand trust, such as product authenticity, information transparency, and consistent quality, are crucial elements consumers consider. When consumers believe that Manzone products are authentic and match those depicted in TikTok content, they are more confident in making repeat purchases or recommending them to others. Trust is also built on previous positive experiences, responsive customer service, and a professional and honest brand image. This demonstrates that brand trust not only influences initial purchasing decisions but also fosters long-term brand loyalty. In social commerce platforms like TikTok Shop, two-way interaction and communication between brands and consumers further strengthen this perception of trust.

Furthermore, a brand's commitment to customer satisfaction is also a crucial foundation for building brand trust. Manzone, a local brand with a long-standing reputation for providing men's clothing with modern designs and competitive prices, gained even more trust when it became actively present on the TikTok Shop platform. Consistent product quality, positive reviews from other customers, and accurate product descriptions reinforced the perception that Manzone was reliable. This aligns with findings from Iskandar & Rahadhini (2025), which stated that consumer trust in a brand significantly influences purchase intention on e-commerce platforms, particularly in the fashion product category. Brand trust, in this context, is a key determining factor for consumers who have limited access to seeing and trying products in person before purchasing.

This finding is supported by studies by Damayanti et al. (2025), Rahayu & Ahmadi (2025), and Cleavelano & Evyanto (2024), which show that in the digital environment, brand trust replaces physical experience, as consumers must rely on information displayed on screens. Therefore, brand honesty in conveying product information, maintaining service quality, and visual consistency and messages displayed are key to building trust. TikTok Shop, which relies on promotions through live shopping and short video content, places brand integrity as a vital element in influencing consumer perceptions and actions. In this context, trust is not only gained through direct experience, but also from collective perceptions formed through testimonials, reviews, and user interactions.

Thus, the results of this study confirm that brand trust plays a strategic role in shaping consumer purchasing interest in the Manzone brand of men's fashion products on TikTok Shop. Efforts to build and maintain consumer trust through information transparency, consistent quality, and excellent service will have a long-term impact on brand sustainability on digital platforms. In the highly dynamic and competitive social commerce ecosystem, brand trust is a key differentiator between brands that are able to survive and thrive, and those that only experience fleeting

virality. Therefore, strengthening brand trust is a key strategy for increasing purchase conversions and long-term customer loyalty.

3. The Influence of Transaction Security on Purchase Interest

From the results of the multiple linear regression analysis, the t-count value for the Transaction Security variable was 5.044 with a significance level of 0.000, which is much smaller than the significance level.α= 0.05. Thus, it can be concluded that partially, the Transaction Security variable has a positive and significant effect on consumer purchase intention for Manzone brand men's fashion products on the TikTok Shop platform. These results indicate that the higher the consumer's perception of the level of security in the transaction process—including personal data security, guaranteed returns, and the reliability of the payment system—the greater the consumer's tendency to make a purchase. Consumers tend to feel comfortable and confident shopping when they believe that the risk of fraud or information leakage can be minimized. In an e-commerce environment like TikTok Shop that is interactive and fast, perceptions of security are a fundamental factor influencing purchasing decisions.

Furthermore, security dimensions such as personal data encryption, trusted payment methods, and clear return policies are key concerns for consumers when making digital transactions. When users perceive that TikTok Shop provides a safe and transparent shopping environment, they are more likely to purchase Manzone products without worry. Consumers who have had negative online shopping experiences tend to be more cautious, making buyer protection an important psychological reassurance. Therefore, guaranteed transaction security can reduce the emotional barriers that often arise in online purchases, especially on platforms that integrate entertainment and e-commerce like TikTok. Maintaining security not only increases transaction convenience but also strengthens consumer loyalty to the brand and platform.

Furthermore, the support of digital payment systems like TikTok Payments, the use of trusted e-wallets, and a secure checkout process contribute to shaping consumer perceptions of a platform's credibility. Consumers also tend to view features like seller ratings, product reviews, and "verified" labels as part of a comprehensive security ecosystem. This aligns with findings from the Katadata Insight Center (2023), which stated that 62% of e-commerce consumers in Indonesia cite transaction security as a primary reason for choosing an online shopping platform. In other words, security is not just a technical aspect but also a crucial instrument in building overall consumer trust. In the context of purchasing men's fashion products, the perception of security is increasingly important due to its relationship to sizing, returns, and product authenticity.

These findings are reinforced by research by Yuniarti & Herlina (2025) and Kharunnisa et al. (2025) which shows that transaction security plays a crucial role in shaping purchasing intentions on social commerce platforms, where the integration of social media and transactions blurs the boundaries between entertainment and economic consumption. TikTok Shop consumers, who often interact quickly and impulsively with content, still consider security aspects before completing payments.

Therefore, brands like Manzone need to maximize the platform's security features and provide consumers with clear information about their transaction policies. Active communication regarding product authenticity, delivery guarantees, and customer satisfaction can strengthen the perception that shopping for Manzone products on TikTok Shop is a safe and profitable activity.

Thus, the results of this study confirm that transaction security is a key factor influencing consumer purchase intention for the Manzone brand of men's fashion products on TikTok Shop. Implementing a secure, transparent, and responsive transaction system to consumer complaints will increase trust and comfort in shopping. Amidst the increasingly competitive online shopping environment, security is a key pillar that not only ensures successful transactions but also fosters long-term relationships between consumers, platforms, and brands. Therefore, a strategy to strengthen security aspects needs to be a top priority in managing digital fashion brands that want to grow sustainably in the era of social commerce.

4. Conclusion

Based on the results of a study conducted on 95 TikTok Shop user respondents who had purchased Manzone brand men's fashion products, it can be concluded that the three independent variables, namely Price, Brand Trust, and Transaction Security, partially have a positive and significant effect on Purchase Intention. This is evidenced by the significance value of all three variables being <0.05, and the calculated t-value being far above the critical limit. This means that the higher consumers' perceptions of these three factors, the greater their tendency to purchase Manzone fashion products through TikTok Shop.

Specifically, the price variable proved to have the most dominant influence on consumer purchase intention, with the highest regression coefficient value (B = 0.447) compared to other variables. This indicates that TikTok Shop consumers are highly sensitive to price when considering purchasing men's fashion products. Prices that are perceived as competitive, commensurate with quality, and supported by discount programs and information transparency will significantly increase purchase intention. Therefore, pricing strategy is a key element that Manzone needs to optimize to maintain competitiveness on the social commerce platform.

Based on these findings, it is recommended that Manzone continue to strengthen its pricing strategy, adapting to the TikTok Shop market, including through the use of promotional pricing, product bundling, and exclusive offers during live shopping events. Furthermore, increasing brand trust needs to be done consistently through transparent communication, responsive service, and guaranteed product quality. Finally, transaction security also needs to be maintained through customer education on buyer protection, product certification, and a clear return process. By simultaneously integrating these three factors, it is hoped that purchasing interest in Manzone men's fashion products on TikTok Shop can be sustainably increased.

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