

ABSTRACT

The Effect of Interface Design, Recommendation Algorithm, Security System, and Social Interaction Affordances on Repurchase Intention

(A Study on TikTok Social Commerce Users in Indonesia)

By:

Fauzi Muhammad Abror

223402261

Supervisor I: Adhitya Rahmat Taufiq, S.E., M.Si.

Supervisor II: Alfin Nurfahmi Mufreni, S.E., M.T.

This study aims to analyze the effect of interface design, recommendation algorithm, security system, and social interaction affordances on repurchase intention among social commerce users in Indonesia, by considering the mediating roles of perceived usefulness, perceived arousal, and social presence. This study employs a quantitative approach using a survey method through the distribution of online questionnaires to TikTok Shop users in Indonesia. The sampling technique used is purposive sampling, with a total of 357 respondents. Data analysis was conducted using Structural Equation Modeling (SEM). The results indicate that interface design, recommendation algorithm, security system, and social interaction affordances significantly influence users' psychological processes, namely perceived usefulness, perceived arousal, and social presence. Furthermore, these variables are found to have a positive effect on repurchase intention, particularly in creating emotional and social experiences that encourage users to engage in repeat purchases.

Keywords: *interface design, recommendation algorithm, security system, social interaction affordances, perceived usefulness, perceived arousal, social presence, repurchase intention*

ABSTRAK

PENGARUH *INTERFACE DESIGN, RECOMMENDATION ALGORITHM, SECURITY SYSTEM, DAN SOCIAL INTERACTION AFFORDANCES* TERHADAP *REPURCHASE INTENTION*

(Kasus Pada Pengguna *S-Commerce* Tiktok di Indonesia)

By:

Fauzi Muhammad Abror

223402261

Pembimbing I: Adhitya Rahmat Taufiq, S.E., M.Si.

Pembimbing II: Alfin Nurfahmi Mufreni, S.E., M.T.

Penelitian ini bertujuan untuk menganalisis pengaruh dari *interface design, recommendation algorithm, security system, dan social interaction affordances* terhadap *repurchase intention* pada pengguna *social commerce* di Indonesia, dengan mempertimbangkan peran mediasi *perceived usefulness, perceived arousal, dan social presence*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner secara daring kepada pengguna TikTok Shop di Indonesia. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 357 orang. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *interface design, recommendation algorithm, security system, dan social interaction affordances* berpengaruh terhadap proses psikologis pengguna yang meliputi *perceived usefulness, perceived arousal, dan social presence*. Selanjutnya, ketiga variabel tersebut terbukti berpengaruh positif terhadap *repurchase intention*. khususnya dalam menciptakan pengalaman emosional dan sosial yang mendorong pengguna untuk kembali bertransaksi.

Kata kunci: *interface design, recommendation algorithm, security system, social interaction affordances, perceived usefulness, perceived arousal, social presence, repurchase intention*