

## INTISARI

Pertumbuhan pesat platform *social commerce* seperti TikTok Shop menjadikan ulasan *online* sebagai sumber informasi produk yang penting bagi konsumen Generasi Z di Indonesia. Sementara sebagian besar penelitian sebelumnya berfokus pada ulasan dengan nada emosional yang jelas (positif atau negatif), penelitian ini menggunakan stimulus sesuai persepsi responden (positif atau negatif). Dalam lingkungan *online* nyata, ulasan sering ditafsirkan dengan cara yang bervariasi, namun tetap memengaruhi niat pembelian. Berlandaskan model *Stimulus–Organism–Response* (S-O-R), penelitian ini menguji pengaruh *Perceived Information Quality* (PIQ) dan *Social Presence* (SP) terhadap Kepercayaan (*Trust*), Kepuasan (*Satisfaction*), dan Niat Pembelian (*Purchase Intention*), dengan *Emotional Polarity* sebagai variabel moderasi berdasarkan persepsi responden terhadap sentimen ulasan.

Data dikumpulkan dari 210 responden Generasi Z di Yogyakarta melalui kuesioner online. Analisis dilakukan menggunakan *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) dan *Multi-Group Analysis* (MGA). Hasil penelitian menunjukkan bahwa PIQ berpengaruh signifikan terhadap Kepercayaan dan Niat Pembelian, tetapi tidak secara langsung memengaruhi Kepuasan, yang menunjukkan bahwa Kepercayaan berperan sebagai jembatan penting. *Social Presence* berpengaruh signifikan terhadap Kepercayaan dan Kepuasan, namun tidak secara langsung memengaruhi Niat Pembelian, sehingga menunjukkan bahwa koneksi emosional saja tidak cukup mendorong perilaku pembelian tanpa dukungan informasi yang kuat. Selain itu, *Emotional Polarity* tidak memiliki efek moderasi yang signifikan pada hubungan variabel yang diuji. Secara keseluruhan, temuan ini menegaskan bahwa informasi yang jelas, relevan, dan kredibel tetap menjadi faktor utama yang memengaruhi niat pembelian di kalangan Generasi Z dalam konteks TikTok Shop, terlepas dari persepsi nada emosional ulasan.

**Kata Kunci:** TikTok Shop, Generasi Z, Ulasan Online, *Perceived Information Quality*, *Social Presence*, *Trust*, *Satisfaction*, *Purchase Intention*, *Emotional Polarity*, S-O-R.

## ABSTRACT

The rapid growth of social commerce platforms such as TikTok Shop has made online reviews a key source of product information for Generation Z consumers in Indonesia. While most existing studies focus on reviews with clear positive or negative emotional tones, this study employs an online review stimulus that allows respondents to interpret it with different emotional polarities (positive or negative) based on their perception. In real online environments, reviews often vary in tone interpretation, yet still influence purchase intention. Guided by the Stimulus– Organism–Response (S-O-R) model, this study examines the effects of Perceived Information Quality (PIQ) and Social Presence (SP) on Trust, Satisfaction, and Purchase Intention. Emotional Polarity, operationalized as respondents' perceived sentiment of the review, is tested as a potential moderating variable.

Data were collected from 210 Gen Z respondents in Yogyakarta using an online questionnaire. The analysis was conducted using Partial Least Squares – Structural Equation Modelling (PLS-SEM) and Multi-Group Analysis (MGA). The results show that PIQ significantly affects both Trust and Purchase Intention, but does not directly influence Satisfaction, indicating that Trust acts as a critical bridge. Social Presence significantly influences Trust and Satisfaction but not Purchase Intention, suggesting that emotional connection alone is insufficient to drive buying behaviour without strong informational cues. Emotional Polarity was found to have no significant moderating effect on any tested relationships. Overall, the findings highlight that, regardless of perceived sentiment, clear and relevant information remains the most important driver of purchase intention among Gen Z consumers in the TikTok Shop context.

**Keywords:** TikTok Shop, Generation Z, Online Reviews, Perceived Information Quality, Social Presence, Trust, Satisfaction, Purchase Intention, Emotional Polarity, S-O-R Framework.