Unraveling the Web of Influencers: An Empirical Examination of Drivers Shaping Consumer Acceptance of Social Commerce in Indonesia

Marlene Chandra, Sfenrianto

Information Systems Management Department, BINUS Graduate Program, Master of Information Systems Management, Bina Nusantara University, Jakarta 11480, Indonesia
marlene.chandra@binus.ac.id, sfenrianto@binus.edu

Abstract. The use of the Internet and social media is a common thing nowadays. The use of the internet makes companies have challenges in terms of technology and managerial, so it is necessary to develop and utilize internet technology appropriately to compete. Companies must be able to maximize information systems, in this case, customer relationship management (CRM) to maximize customer relationships through social media which is part of operational CRM. Social media has developed into social commerce where people can make purchases and socialize on one platform. This study analyzes factors driving consumer purchase intentions within social commerce platforms in Indonesia by using a modified UTAUT model. Analysis of survey data from 609 platform users reveals performance expectancy, habit, effort expectancy, and other variables significantly predict intention. Findings provide practical insights for customizing platform features to user needs.

Keywords: UTAUT model, customer relationship management, social commerce, purchase intention.

1. Introduction

The use of the internet and social media is a very natural thing nowadays, this is evidenced by the results of a survey conducted by HootSuite in 2022. It can be seen that Indonesia's population has increased from 279.4 people in 2021 to 277.7 million people in 2022. Internet usage has also increased from 202.6 million users in 2021 to 204.7 million users in 2022. In particular, the emergence of the internet poses challenges for companies both from a technological and managerial perspective. So information systems are needed to develop and utilize internet technology appropriately to be able to compete (Teo & Too, 2015).

The use of social media in Indonesia itself has increased significantly from 170 million users in 2021 to 190 million users in 2022. Social media that is most often used by Indonesians include WhatsApp, Instagram, Facebook, TikTok, Telegram, etc. according to the results of a survey conducted (Populix, 2022). With the existence of social media, one of the reasons people use social media is to make purchases as reported by a survey (Kepios, n.d.) which states that the social media platforms most frequently used by Indonesians are TikTok Shop (46%), WhatsApp (21%), Facebook Shop (10%), Instagram (10%), Telegram (1%). Line Shop (1%), Pinterest (1%), and others (10%). Through social media, people can make purchases and socialize through one platform. This is what causes social media to become social commerce. The trend of growth in the use of social media platforms from year to year is increasing rapidly in every layer of society, this is what causes social commerce to become one of the trends that should be taken into account in the future and become a strategic step for business actors as a way to run their business by combining social media and e-commerce with the intention that people can feel the benefits of these features. (Harahap, 2022). Businesses are currently becoming more competitive by utilizing social media more to create connections between groups and supply information, creativity, and decision-making processes that can attract consumers to make purchases. (Ahmad Fauzan, 2023)

Talking about social commerce itself, from the results of a survey conducted by (Populix, 2022) many Indonesians have used social commerce 86% and 14% have never used social commerce to make transactions from 1020 respondents. Therefore, it is questionable why just 14% of respondents had ever used social commerce, despite 86% having done so. Even though according to (Attar et al., 2022) the use of social commerce has several advantages, namely increasing company reach, increasing advertising, increasing profits, and minimizing costs which can be used as a way of doing business in the future. Social commerce also has great potential in the buying and selling business in Asia including Indonesia (Yuwanti et al., 2019).

This research conducted preliminary research to ask some Indonesians about their experience using social commerce. Out of 105 respondents, 90 respondents (86%) have used social commerce but only 67 respondents (64%) have used social commerce to make purchases. This proves that some people who have used it do not necessarily make purchases through social commerce. The use of social commerce cannot be separated from social presence which plays a role in using social commerce to make purchases (Hassan et al., 2018; Yujin et al., 2018). Researchers surveyed 105 respondents, and 88 respondents (84%) answered that social presence is important for them in making purchase transactions.

Trust also affects purchasing transactions as conducted by (DEWI & YODIANSYAH, 2021) which states that trust occurs when one party is confident in the exchange of the reliability and integrity of the partner. When users trust a website, it will help users reduce their suspicion of the risk and security of their personal information which causes purchasing activity to occur. Researchers surveyed 105 respondents, and 104 respondents (99%) said trust influenced them in making purchases on social commerce.

Ease of effort related to the use of technology according to research results (Ahmad, 2014; Andijani & Kang, 2022) affects consumers purchasing intentions. Researchers conducted an initial survey of the

appearance of several social commerce that was asked, namely: TikTok, WhatsApp, Instagram, and Facebook which resulted in different rankings for the ease of using the application in terms of appearance. Instagram ranks first as easy to use, followed by TikTok, WhatsApp, and Facebook.

Researchers will use UTAUT2 to measure consumer purchase intentions on the use of social commerce in Indonesia by using the UTAUT2 model which has been modified in research conducted by (Andijani & Kang, 2022) with research variables performance expectancy, facilitating conditions, price value, habit, social commerce constructs, trust, and age as a moderating factor between facilitating conditions, price value, and habit. By adding social presence variables and reusing effort expectancy variables which are considered insignificant in research (Andijani & Kang, 2022). Based on the results of preliminary research that has been conducted and in previous research by (Pratama et al., 2018) social presence also takes part in determining purchase intention. Respondents of this study focused on social commerce users who live in Indonesia by looking at users who use Tiktok or WhatsApp Instagram or Facebook social commerce. Researchers chose this because the highest number of social commerce usage falls on the four social commerce as reported by a survey conducted (Kepios, n.d.).

Based on some empirical data that has been found, this research is expected to find out the factors that influence consumer purchasing intentions in using social commerce so that it can help business people, especially Tiktok, WhatsApp, Instagram, and Facebook, in developing business strategies to find out purchase intentions, find out whether social presence affects purchase intentions, find out whether trust can affect purchase intentions, and find out how social commerce can remain relevant, accepted, and meet user expectations in developing social commerce applications according to user preferences.

2. Literature Review

In particular, the emergence of the internet poses challenges for companies both in terms of technology and managerial, so it is necessary to develop and utilize internet technology appropriately to compete (Teo & Too, 2015). Information systems that play a major role in the acceptance or adoption of technology focus on understanding user behavior and direction to use new technology. So UTAUT2 is often used in information systems research and this relates to mobile shopping, especially in the acceptance and use of technology. (Alghatrifi, 2019)

Customer relationship management is one part of the information system that helps companies introduce their new products to customers (Teo & Too, 2015). Customer relationship management (CRM) demonstrates relationship marketing regarding consumer characteristics, criteria, and features to develop relationships between customers to achieve customer loyalty and retention (Naim, 2021).

In this study, researchers modified the UTAUT model by adding social presence variables and reusing effort expectancy variables. For the variable effort expectancy is not relevant according to research (Andijani & Kang, 2022) but according to the survey researcher conducted regarding the ease of using the application from 4 platforms that have differences in terms of appearance and functionality, the researcher will use this variable to be measured because it is considered relevant for Indonesian respondents. In addition, there are variables that have been tested and are significant to social commerce, these variables are Social Presence (Hassan et al., 2018; Liu et al., 2019; Pratama et al., 2018). At this stage, the researcher provides some understanding of the variable hypothesis used.

2.1. Social Media

Media technology offers companies new ways to reach and customize communication with customers as it relates to the customer relationship management (CRM) process. Any content created and shared through social media has a huge impact on consumer knowledge, attitudes, and behavior in decision-making. Social media itself creates and builds consumer relationships with companies through

consumer feedback or experiences from consumers (Naim, 2021). Customers can decide when and how they will interact with the company by creating and communicating their messages on social media. The data held by customers can be used to execute customer relationship strategies and social media is considered an operational customer relationship management used for the buying process. (Buttle & Maklan, n.d.).

At this time, companies are competing to increase the use of social media in expanding interactions between groups to facilitate information, innovation, and decision-making processes that can provide attractiveness for users to make purchases (Ahmad Fauzan, 2023).

2.2. Social Commerce

Social commerce is a platform that integrates social media and e-commerce elements, in terms of technology, features, and functionality. The use of social media elements is to promote online interaction and information exchange among consumers. This can help the purchase decision-making process (Attar et al., 2022). Social commerce uses social interaction and the contribution of social media in making online purchases. Social commerce is a trend in the online market based on the impact of social media on businesses as a direct marketing tool so that consumers can make decisions and bring benefits to businesses and consumers (Azhar & Padjadjaran, 2022).

2.3. UTAUT

UTAUT or can be referred to as the unified theory of acceptance and use of technology was introduced as an accumulation of several studies featuring different models and theories of technology acceptance. UTAUT was introduced and developed by Venkatesh several decades ago, based on 8 technology acceptance (Ahmad, 2014). The models and theories are a theory of reasoned action (TRA), technology acceptance model (TAM), motivational model (MM), theory of planned behavior (TPB), TAM & TPB models combined, PC utilization model, innovation diffusion theory (IDT), and social cognitive theory (SCT). UTAUT determines usage behavior by 70% which is more effective than other models to test user willingness to use technology or systems. Important variables in UTAUT are performance expectancy, effort expectancy, social influence, and facilitating conditions with moderating variables including gender, age, experience, and voluntariness of use (Yujin et al., 2018).

2.4. UTAUT2

This model is a further development of UTAUT by adding several intrinsic motivations including hedonic motivation, price value, and habit. While UTAUT moderating factors such as age, gender, and experience are still used voluntaries of use are eliminated because not all consumers have organizations that require them to use the system. Based on UTAUT2, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit theoretically affect behavioral intention in technology use. Meanwhile, facilitating conditions, habit, and behavioral intention determine use behavior or technology use. In addition, the individual variables involved, namely age, gender, and experience, are theoretically considered as moderating factors for various relationships in the UTAUT2 model. (Tamilmani et al., 2021).

2.5. Performance Expectancy

Performance expectancy is defined as an individual who believes that using a system can help them improve their work (Ahmad, 2014). According to (RAHMAN et al., 2020) performance expectancy is defined as a factor that influences behavioral intentions and the use of technology in attracting users to use social commerce so that they can get a faster experience and increase productivity in completing the online transaction process.

In several previous studies (Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022; Yujin et al.,

2018) it was found that performance expectancy affects purchase intentions.

H1: Performance expectancy (PE) has an impact on purchase intention (PI) in the use of social commerce.

2.6. Habit

According to research (Venkatesh et al., 2012)(Ain et al., 2016) habit can be defined as automatic individual behavior caused by the learning process. In previous research (Andijani & Kang, 2022; Farivar et al., 2017; RAHMAN et al., 2020; Venkatesh et al., 2012) habit influences purchase intention and use behavior of social commerce.

H2a: Habit (H) has an impact on purchase intention (PI) on the use of social commerce.

H2b: Habit (H) has an impact on use behavior (UB)

2.7. Effort Expectancy

According to research (Ahmad, 2014), effort expectancy is defined as an individual's view of the ease or effort associated with using technology that drives behavioral intention. In a previous study conducted by (Yujin et al., 2018) effort expectancy has an influence on user intentions where companies should be able to provide detailed, accurate, and reliable product information on the internet by building a clear, beautiful, and simple site platform so that users can find the information they need.

H3: Effort expectancy (EE) has an impact on purchase intention (PI) on the use of social commerce.

2.8. Price Value

According to research (RAHMAN et al., 2020) price value can be defined as the user's cognitive exchange between the perceived benefits of the application and the monetary cost of using it. Meanwhile, in research (Andijani & Kang, 2022) price value will increase when users get benefits from using the application greater than the costs incurred. In previous research (Andijani & Kang, 2022; RAHMAN et al., 2020) price value influences purchase intention.

H4: Price value (PV) has an impact on purchase intention (PI) on the use of social commerce.

2.9. Social Commerce Constructs

Social Commerce Constructs in research (Shoheib & Abu-Shanab, 2022) can be defined as components in social commerce that help consumers make decisions more easily, such as forums, communities, information sharing, recommendations, and assessments. The results of (Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022) say that social commerce constructs are a part that is sufficient to influence purchasing intentions in social commerce. This can help consumers make decisions more easily on the online social support they get from other users. The structures of social commerce naturally contain elements that enable users to share, recommend, and rate content, like communities and forums. Customers may find it easier to make selections because of the social support that other users provide them with online. In this instance, purchase intention is influenced by the social commerce construct. In this case, the social commerce construct influences purchase intention also impact trust on the use of social commerce.

H5a: Social commerce constructs (SCC) has an influence on purchase intention (PI) on the use of social commerce.

H5b: Social commerce constructs (SCC) have an impact on trust (T) on the use of social commerce.

2.10. Trust

According to research (Shoheib & Abu-Shanab, 2022) trust can be defined as user expectations of vendors to deal ethically, with integrity, commitment, and not opportunistically in buyer and seller

relationships. In research (Hassan et al., 2018) trust can position the user's stance or faith in humanity and adopt a trust formula with others which will be a success factor in e-commerce, e-business, or social commerce. Research (DEWI & YODIANSYAH, 2021) trust occurs when one party is confident in the exchange of partners' reliability and integrity. When users trust a website, it will help users in their suspicions in terms of the risk and security of their personal information which will cause purchasing activities to occur. From previous research (Andijani & Kang, 2022; DEWI & YODIANSYAH, 2021; Farivar et al., 2017; Hassan et al., 2018; Liu et al., 2019; Mou & Benyoucef, 2021; Shoheib & Abu-Shanab, 2022) trust influences purchase intention.

H6: Trust (T) has an impact on purchase intention (PI) on the use of social commerce.

2.11. Extension of UTAUT for Social Presence

According to research (Liu et al., 2019) social presence is an important level for others in interaction and a consequence of interpersonal relationships. This means this is an awareness of the presence of others in interacting in communication where this presence can provide a sense of warmth and friendliness. According (Pratama et al., 2018), social presence is communication or interaction between partners in social messages. The more social presence is created the more user perception in utilizing information and user trust. According to (Hassan et al., 2018), social presence has 3 sub domains including social presence of web, the social presence of interaction, and perceptions of others. Social presence of the web leads to the capacity of a website to communicate friendliness in using the website. Social presence of interaction is the ability of a website to provide a platform to interact with sellers by sharing views with each other where sellers can convince buyers to buy the products/services offered. Meanwhile, perceptions of others state that people learn from and are impressed during online trading where information conveyed by others is very important to the goods that have been purchased or used. From research (Hassan et al., 2018; Liu et al., 2019; Pratama et al., 2018) said that social presence affects a person in making purchase intentions.

H7: Social Presence (SP) has an impact on purchase intention (PI) on the use of social commerce.

2.12. Facilitating Conditions

According to research (RAHMAN et al., 2020) facilitating conditions are defined as the user's perception of the resources and support available to assist behavior. In research (Venkatesh et al., 2012) facilitating conditions are hypotheses to influence the use of technology directly based on ideas that exist in the organizational environment that will cause the use of technology or behavior directly. In previous research (Andijani & Kang, 2022; RAHMAN et al., 2020; Shoheib & Abu-Shanab, 2022) facilitating conditions have an influence on purchase intentions.

H8a: Facilitating conditions (FC) have an impact on purchase intention (PI) on the use of social commerce.

H8b: Facilitating conditions (FC) have an impact on use behavior (UB) on social commerce.

2.13. The Moderating Role of Age and Gender

In research (Venkatesh et al., 2012) age and gender have their own impact on facilitating conditions, price value, hedonic motivation, and habit. In research (Andijani & Kang, 2022) it was found that a person's age greatly moderates facilitating conditions, price value, and habit. From previous research, the impact caused by the effort needed to use the new technology will be lessened if the user is older and female. The impact of enabling conditions on behavioral intention will be moderated by age.

Besides that, it will result in older users who identify as female spending less on purchases. Married women, in particular, will prioritize taking care of their family's costs above making unnecessary purchases. The monetary value of behavioral intention will be modified by age. An older user who identifies as male will experience a shift in behavior, particularly if they are a technology addict. Age will influence habit on the purpose to behave.

H9a: Age moderates facilitating conditions on purchase intention.

H9b: Age moderates price value on purchase intention.

H9c: Age moderates habit on purchase intention.

H9d: Age moderates habit on use behavior.

2.14. Purchase Intention & Use Behavior

In research (RAHMAN et al., 2020) UTAUT measures the level of intention can affect the level of technology use. This reflects that the higher the intention to use technology will lead to online purchases. In addition, according to (Andijani & Kang, 2022), age is very important in increasing factors such as facilitating conditions and price value, because young people are more interested in getting more benefits that make younger users return to using the application.

H10: Purchase intention (PI) has an influence on use behavior (UB) in the use of social commerce.

3. Research Methodology

This research uses quantitative methods with a total of 400 respondents from Indonesian people who have made purchases on social commerce. The questionnaire was distributed using Microsoft form, and distributed it through social media WhatsApp, Instagram, Twitter, and Line. Respondents' answers will be stored on Microsoft form. The development and distribution of questionnaires is carried out by preparing hypotheses and carrying out the process of determining instruments, data collection, sampling, data collection, and analysis. Preparation of research statements in accordance with the understanding of various research references that have been collected. The use of sampling techniques is simple random sampling by dividing a group by random sampling. The questionnaire statement uses a Likert scale with a scale of 1 to 5. By using a Likert scale which is used to measure the perceptions, attitudes, or opinions of a person or group regarding a social event or phenomenon (Pranatawijaya & Priskila, 2019). The scale used is as follows:

Table 1. Skala Likert

	Value
Strongly Disagree	1
Disagree	2
Uncertain	3
Agree	4
Strongly Agree	5

The method of data analysis using Structural Equation Modeling (SEM) is part of a statistical technique that is very often used in research. Partial Least Squares-SEM (PLS-SEM). SEM is a field of statistical study that can test a series of relationships that are usually difficult to measure together where this technique combines factor analysis and regression or correlation analysis with the aim of testing the relationship between variables in a model between indicators and their constructs or relationships between constructs. PLS is a component or variant-based SEM structural model which is an alternative approach from a covariance-based SEM approach to a variant-based one. Since this research includes many indicators and or relationship models, PLS is an alternative approach. (Hair et al., n.d.). This study will use the SmartPLS version 3 application to analyze data including validity, reliability, and hypothesis testing.

3.1. Research Model

This study will use UTAUT2 to measure technology use by using the original variables from UTAUT2, namely performance expectancy, habit, effort expectancy, price value, and facilitating

conditions that have been found by (Venkatesh et al., 2012) by eliminating social influence because it is not significant in research conducted by (Andijani & Kang, 2022). Then (Andijani & Kang, 2022) added social commerce constructs and trust variables. Then in this study, researchers added a new variable, namely social presence based on research conducted by (Hassan et al., 2018; Liu et al., 2019; Pratama et al., 2018) which affects a person in making purchase intentions.
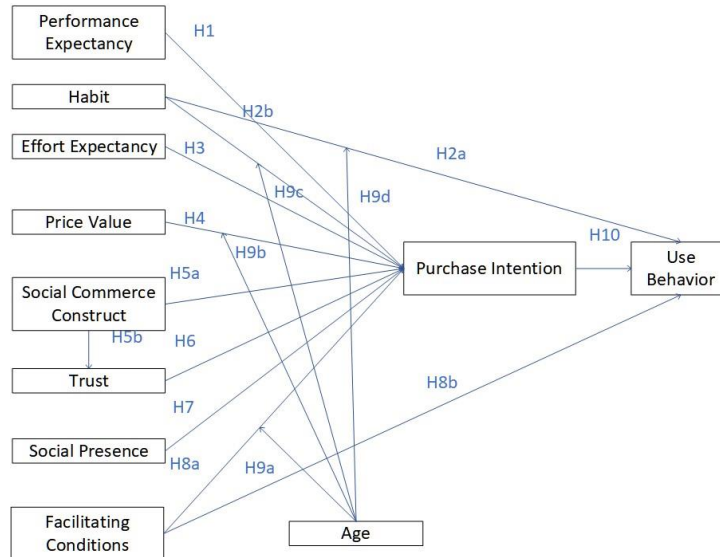

Fig.1 Research Model.

The following is a table that explains the indicator variables to compare purchasing intentions on the use of social commerce.

Table 2. Variable and Indicator

Variable	Indicator	Source
Performance Expectation (PE)	Useful in daily life (PE1) Acquire the desired item faster (PE2) Save time when purchasing (PE3)	(Ain et al., 2016; Andijani & Kang, 2022)
Habit (H)	Habitual use of social commerce (H1) Addicted to using social commerce (H2) Using social commerce is required (H3) Using social commerce is an ordinary thing (H4)	(Ain et al., 2016; Andijani & Kang, 2022)
Effort Expectancy (EE)	Social commerce is easy to learn (EE1) Skillful in using social commerce (EE2) Social commerce is easy to use (EE3) Social commerce display is clear and understandable (EE4)	(Ain et al., 2016; Andijani & Kang, 2022)
Price Value (PV)	Prices are reasonable and not expensive (PV1) Provide more valuable benefit than the goods offered (PV2) Has a cheap price (PV3)	(Ain et al., 2016; Andijani & Kang, 2022)
Social Commerce Constructs (SCC)	Recommendations from people (SCC1) Buying goods that have many buyers and ratings (SCC2) Provide ratings and reviews of products purchased (SCC3) The product ratings and reviews given are original with the goods that arrived (SCC4)	(Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022)

Trust (T)	Promises made can be trusted (T1) Can be trusted to make transactions (T2) Keeping personal information secure (T3) Providing the right recommendation (T3) No doubts in using social commerce (T5)	(Andijani & Kang, 2022; Pratama et al., 2018; Shoheib & Abu-Shanab, 2022)
Social Presence (SP)	There is seller contact (SP1) There is warmth from the seller (SP2) Sociability (SP3)	(Liu et al., 2019; Pratama et al., 2018)
Facilitating Conditions	Have enough resources (FC1) Have enough knowledge (FC2) Feel comfortable in using social commerce (FC3)	(Ain et al., 2016; Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022)
Purchase Intention (PI)	Using social commerce in the future (PI1) Trying to use social commerce (PI2) Continuously and frequently use social commerce (PI3) Glad to buy products on social commerce (PI4)	(Andijani & Kang, 2022; Ashoer & Said, 2016; Pratama et al., 2018; Shoheib & Abu-Shanab, 2022)
Use Behavior (UB)	Frequently use social commerce for the online shopping process (UB1) Use multiple features on social commerce (ex: as entertainment, chat, information center) (UB2) Depend on social commerce for shopping (UB3)	(Ain et al., 2016)

3.2. Data Gathering Method

In this study, population of this study is the Indonesian people who numbered 275.77 million in 2022 according to the Central Statistics Agency (BPS) and produced a sample using the Slovin formula with the following formula:

Table 3. Slovin Formula

$$n = N/(N(d)2 + 1)$$

Where:

n = sample; N = Population; d = precision value 95% atau sig. = 0,05. Calculation for 275,77 million people's in 2022:

Table 3. Sample for Research

$$n = 275,77 / (275,77(0.05)2 + 1)$$
$$n = 399.42, \text{ rounded } 400$$

Based on the above calculations, it was determined that the sample size used was 400 people from the total population in Indonesia. But the total number of respondents who have filled out the questionnaire is 733 respondents. Respondents were dominated by women as many as 537 people (73%) and the rest were 198 men (27%). The age of those who filled out the survey was dominated by ages 26-35 years as many as 400 respondents (54.4%), 17-25 years as many as 206 respondents (28%), 36-45 years as many as 92 respondents (12.5%), 45-55 years as many as 29 respondents (3.9%), and the remaining >55 years as many as 8 respondents (1%). After cleansing the data with the characteristics of taking data from respondents who are buyers on social commerce, the result was 609 respondents who used social commerce to make transactions. The following data is generated:

Table 3. Demographic Data of Respondents in Social Commerce

Variable	Data
Age	17-25 years old (Qty=174 → 23.67%)

	26-35 years old (Qty=340 → 46.2%)
	36-45 years old (Qty=72 → 9.79%)
	45-55 years old (Qty=22 →2.99%)
	>55 years old (Qty=1 → 0.13%)
Gender	Female (Qty=484 →79.47 %)
	Male (Qty=125 → 20.52%)

4. Results and Analysis

Elements of partial least square (PLS) that show the relationship between indicators and constructs, and this is called the measurement model in the form of an outer model. Outer model is a PLS-SEM evaluation related to the relationship between latent variables, namely dependent and independent variables and their manifests (Niehaves, 2016). Using the calculation of reliability of composite (CR) and average of variance extracted (AVE). Based on the results provided by smartPLS, composite reliability must range from ≥ 0.60 to ≥ 0.95, and the average of variance extracted must be ≥ 0.50 in order to say that the indicator is valid and reliable. (Hair et al., n.d.).

Based on the results of data processing, it is found that from the results of testing outer loading, there are 3 indicators that must be removed because they are invalid, namely SCC1, T3, and UB2 because the factor loading has a value of less than 0.70. So that each indicator is said to be valid.

4.1. Validity and Reliability Test

Validity and reliability testing is used to ensure the consistency of respondents' opinions when answering the questionnaires that have been distributed. This research data is considered valid when the composite reliability is ≥ 0.70 and the average variance extracted (AVE) must be ≥ 0.50. AVE is used to describe the items that are indicators (measures) of a specific reflective construct should converge or share a high proportion of variance (Hair et al., n.d.).

4.1.1 Validity Test

The validity test by looking at AVE ≥ 0.50 to ensure all indicators are valid.

Table 3. Validity Test

Variable	Average Variance Extracted (AVE)	Hasil
Performance Expectancy (PE)	0.746	VALID
Habit (H)	0.716	VALID
Effort Expectancy (EE)	0.812	VALID
Price Value (PV)	0.779	VALID
Social Commerce Construct (SCC)	0.596	VALID
Trust (T)	0.62	VALID
Social Presence (SP)	0.615	VALID
Facilitating Conditions (FC)	0.691	VALID
Purchase Intention (PI)	0.794	VALID
Use Behavior (UB)	0.714	VALID

4.1.2 Discriminant Validity

Examining the cross loading value > 0.7, which is intended to give a preliminary picture of the discriminant validity of the reflective construct—which needs to be greater on the construct—is one way to test discriminant validity. To test discriminant validity, one can use the heterotrait-monotrait (HTMT), cross-loadings, and the Fornell-Larcker criterion. (Hair et al., n.d.)

Table 4. Cross Loading Results

	EE	FC	H	PE	PI	PV	SCC	SP	T	UB	Result
EE1	0.860	0.560	0.386	0.449	0.576	0.434	0.448	0.343	0.470	0.432	Valid
EE2	0.894	0.622	0.426	0.416	0.558	0.461	0.461	0.257	0.486	0.429	Valid
EE3	0.928	0.622	0.399	0.408	0.554	0.466	0.492	0.271	0.492	0.408	Valid
EE4	0.920	0.595	0.419	0.453	0.596	0.470	0.490	0.287	0.498	0.452	Valid
FC1	0.452	0.760	0.199	0.313	0.443	0.288	0.389	0.290	0.317	0.264	Valid
FC2	0.600	0.859	0.299	0.299	0.517	0.348	0.408	0.272	0.386	0.387	Valid
FC3	0.589	0.870	0.522	0.467	0.697	0.504	0.518	0.372	0.599	0.591	Valid
H1	0.464	0.444	0.867	0.630	0.654	0.480	0.341	0.206	0.515	0.594	Valid
H2	0.310	0.337	0.828	0.422	0.519	0.451	0.307	0.240	0.442	0.553	Valid
H3	0.313	0.327	0.836	0.434	0.528	0.467	0.312	0.288	0.466	0.617	Valid
H4	0.432	0.386	0.852	0.534	0.607	0.443	0.292	0.182	0.452	0.576	Valid
PE1	0.420	0.384	0.509	0.827	0.528	0.345	0.311	0.200	0.382	0.498	Valid
PE2	0.406	0.387	0.507	0.883	0.515	0.354	0.299	0.270	0.389	0.434	Valid
PE3	0.416	0.390	0.541	0.879	0.515	0.410	0.308	0.244	0.399	0.444	Valid
PI1	0.593	0.641	0.630	0.552	0.924	0.570	0.500	0.298	0.601	0.681	Valid
PI2	0.579	0.664	0.525	0.510	0.875	0.501	0.500	0.307	0.569	0.620	Valid
PI3	0.490	0.526	0.674	0.523	0.859	0.534	0.393	0.292	0.607	0.710	Valid
PI4	0.600	0.626	0.608	0.557	0.905	0.562	0.483	0.334	0.639	0.711	Valid
PV1	0.425	0.416	0.415	0.343	0.491	0.820	0.369	0.253	0.406	0.375	Valid
PV2	0.475	0.436	0.508	0.396	0.557	0.917	0.484	0.289	0.521	0.494	Valid
PV3	0.444	0.415	0.512	0.392	0.560	0.906	0.412	0.243	0.503	0.528	Valid
SCC2	0.400	0.431	0.285	0.309	0.427	0.369	0.733	0.223	0.414	0.368	Valid
SCC3	0.370	0.366	0.251	0.256	0.351	0.291	0.748	0.303	0.365	0.267	Valid
SCC4	0.440	0.443	0.316	0.256	0.432	0.436	0.831	0.378	0.466	0.329	Valid
SP1	0.285	0.349	0.203	0.230	0.272	0.157	0.274	0.758	0.361	0.280	Valid
SP2	0.274	0.301	0.231	0.227	0.296	0.300	0.347	0.844	0.484	0.283	Valid
SP3	0.191	0.245	0.198	0.189	0.241	0.237	0.298	0.748	0.346	0.270	Valid
T1	0.392	0.392	0.412	0.375	0.474	0.415	0.421	0.436	0.784	0.459	Valid
T2	0.388	0.398	0.420	0.325	0.493	0.393	0.389	0.451	0.820	0.465	Valid
T4	0.405	0.432	0.364	0.308	0.472	0.398	0.460	0.453	0.761	0.437	Valid
T5	0.497	0.497	0.530	0.403	0.665	0.487	0.432	0.292	0.783	0.592	Valid
UB1	0.509	0.567	0.579	0.534	0.767	0.495	0.425	0.315	0.579	0.888	Valid
UB3	0.271	0.301	0.600	0.345	0.497	0.394	0.266	0.281	0.475	0.799	Valid

4.1.3 Reliability Test

By looking at Cronbach alpha and composite reliability to make sure the indicator is reliable. Composite reliability must range from ≥ 0.60 to ≥ 0.9 in order to say that the indicator is reliable. (Hair et al., n.d.).

Table 5. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability	Result
Performance Expectancy (PE)	0.829	0.898	Reliable
Habit (H)	0.868	0.91	Reliable
Effort Expectancy (EE)	0.922	0.945	Reliable
Price Value (PV)	0.857	0.913	Reliable

Social Commerce Construct (SCC)	0.661	0.815	Reliable
Trust (T)	0.796	0.867	Reliable
Social Presence (SP)	0.687	0.827	Reliable
Facilitating Conditions (FC)	0.785	0.87	Reliable
Purchase Intention (PI)	0.913	0.948	Reliable
Use Behavior (UB)	0.605	0.833	Reliable

Table 6. Summary Validity and Reliability Test in Social Commerce

Variables	Code	Loading Factor	CR	Cronbach's Alpha	AVE	Status
Performance Expectancy	PE1	0.827	0.898	0.829	0.746	Valid
	PE2	0.883				
	PE3	0.879				
Habit	H1	0.867	0.91	0.868	0.716	Valid
	H2	0.828				
	H3	0.836				
	H4	0.852				
Effort Expectancy	EE1	0.86	0.945	0.922	0.812	Valid
	EE2	0.894				
	EE3	0.928				
	EE4	0.92				
Price Value	PV1	0.82	0.913	0.857	0.779	Valid
	PV2	0.917				
	PV3	0.906				
Social Commerce Constructs	SCC2	0.733	0.815	0.661	0.596	Valid
	SCC3	0.748				
	SCC4	0.831				
Trust	T1	0.784	0.867	0.796	0.62	Valid
	T2	0.82				
	T4	0.761				
	T5	0.783				
Social Presence	SP1	0.758	0.827	0.687	0.615	Valid
	SP2	0.844				
	SP3	0.748				
Facilitating Conditions	FC1	0.76	0.87	0.785	0.691	Valid
	FC2	0.859				
	FC3	0.87				
Purchase Intention	PI1	0.924	0.948	0.913	0.794	Valid
	PI2	0.875				
	PI3	0.859				
	PI4	0.905				
Use Behavior	UB1	0.888	0.833	0.605	0.714	Valid
	UB3	0.799				

4.2. Hypothesis Testing

Hypothesis testing is done by analyzing the T Statistics and P value. The hypothesis is accepted if the T statistic is >1.96 and the P value is <0.05 and the hypothesis is rejected if the T statistic is <1.96 and the Pvalue is >0.05.

Table 5. Result of Hypothesis Testing in Social Commerce in Indonesia

Hypothesis	Value		Status
	T Statistic	P value	
H1	3.347	0.001	Significant
H2a	7.983	0.000	Significant
H2b	8.34	0.000	Significant
H3	2.525	0.012	Significant
H4	3.278	0.001	Significant
H5a	0.919	0.359	Not Significant
H5b	13.383	0.000	Significant
H6	5.724	0.000	Significant
H7	1.925	0.055	Not Significant
H8a	7.066	0.000	Significant
H8b	0.606	0.544	Not Significant
H10	10.335	0.000	Significant

Table 5. Result of Hypothesis Testing in Social Commerce in Indonesia with Age become a moderating factor.

Hypothesis	Age Group 1 (17-25) N:174		Age Group 2 (26-35) N:340		Age Group 3 (36-45) N:72		Age Group 4 (46-55) N:22	
	T Statistic	P value	T Statistic	P value	T Statistic	P value	T Statistic	P value
H9a	5.189^{**}	0.000	6.006^{**}	0.000	3.607^{**}	0.000	0.161^{ns}	0.872
H9b	1.171^{ns}	0.242	3.07^{**}	0.002	0.712^{ns}	0.477	0.574^{ns}	0.566
H9c	5.024^{**}	0.000	5.189^{**}	0.000	2.832^{**}	0.005	1.763^{ns}	0.079
H9d	5.889^{**}	0.000	4.805^{**}	0.000	3.816^{**}	0.000	1.883^{ns}	0.06

Note: **Significant, ^{ns}=Not Significant

4.3. Result of Research Hypothesis Verification

H1: Performance expectancy (PE) has an influence on purchase intention (PI) on the use of social commerce.

From the results of the analysis Performance expectancy (PE) has an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 2.845 > 1.96 and a p-value> 0.05 which is 0.005 <0.05 so that H1 is accepted. From the results of the analysis, the higher the use of the system can help in decision making, the higher the level of purchase intention on social commerce. This is confirmed by research (Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022; Yujin et al., 2018).

H2a: Habit (H) has an influence on purchase intention (PI) on the use of social commerce. From the results of the analysis Habit has an influence on purchase intention on the use of social commerce, it has a (t-values) 8.331> 1.96 and a p-value> 0.05, which is 0.000 <0.05, so H2a is accepted. From

these results, the higher a person's habit of using the system, the higher the level of purchase intention on social commerce.

H2b: Habit (H) has an influence on use behavior (UB).

From the results of the analysis Habit (H) has an influence on use behavior (UB), it has a t-statistic value of (t-values) 8.741 > 1.96 and a p-value> 0.05 which is 0.000 < 0.05 so that H2b is accepted. The higher a person's habit of using the system, the higher the level of purchase intention on social commerce. Hypothesis H2a and H2b confirmed by research (Andijani & Kang, 2022; Farivar et al., 2017; RAHMAN et al., 2020).

H3: Effort Expectancy (EE) has an influence on purchase intention (PI) on the use of social commerce.

From the results of the analysis Effort Expectancy (EE) has an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 2.572 > 1.96 and a p-value> 0.05, which is 0.01 <0.05 so that H3 is accepted. The higher a person's effort in using the system, the higher the level of purchase intention on social commerce. This is confirmed by research (Yujin et al., 2018).

H4: Price value (PV) has an influence on purchase intention (PI) on the use of social commerce.

From the results of the analysis Price value (PV) has an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 2.921 > 1.96 and a p-value> 0.05, which is 0.004 <0.05 so that H4 is accepted. The higher the value of benefits received by a person, the higher the level of purchase intention on social commerce. In research (Andijani & Kang, 2022) Effort Expectancy has no influence on Purchase Intention and in social commerce research in Indonesia Effort Expectancy actually has an influence on Purchase Intention.

H5a: Social commerce constructs (SCC) have an influence on purchase intention (PI) on the use of social commerce.

From the analysis results Social commerce constructs (SCC) have an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 1.219 < 1.96 and a p-value> 0.05, which is 0.223 > 0.05 so that H5a is rejected. The higher the rating and review factors on products in social commerce, the higher the level of purchase intention on social commerce.

H5b: Social commerce constructs (SCC) have an influence on trust (T) in the use of social commerce.

From the analysis results Social commerce constructs (SCC) have an influence on trust (T) on the use of social commerce, it has a t-statistic value of (t-values) 12.812 > 1.96 and a p-value> 0.05, which is 0.000 < 0.05 so that H5b is accepted. The higher the ratings and reviews on products in social commerce, the higher the level of trust in the use of social commerce. This confirmed by research (Andijani & Kang, 2022; Hassan et al., 2018; Liu et al., 2019; Shoheib & Abu-Shanab, 2022).

H6: Trust (T) has an influence on purchase intention (PI) on the use of social commerce.

From the analysis results Trust (T) has an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 5.498 > 1.96 and a p-value> 0.05, which is 0.000 < 0.05 so that H6 is accepted. The higher the trust in social commerce, the higher the level of purchase intention in using social commerce. This confirmed by research (Andijani & Kang, 2022; DEWI & YODIANSYAH, 2021; Farivar et al., 2017; Hassan et al., 2018; Liu et al., 2019; Pratama et al., 2018; Shoheib & Abu-Shanab, 2022)

H7: Social Presence (SP) has an influence on purchase intention (PI) on the use of social commerce.

From the results of the analysis Social Presence (SP) has an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 1.92 < 1.96 and a p-value > 0.05, which is 0.055 > 0.05 so that H7 is rejected. The presence of the seller is not required by users to have purchase intention on the use of social commerce.

H8a: Facilitating conditions (FC) have an influence on purchase intention (PI) on the use of social commerce.

From the results Facilitating conditions (FC) have an influence on purchase intention (PI) on the use of social commerce, it has a t-statistic value of (t-values) 7.54 > 1.96 and a p-value> 0.05, which is 0.000 < 0.05 so that H8a is accepted. The higher the availability of resources that assist buyers in using social commerce, the higher the level of purchase intention to use social commerce. This confirmed by research (Andijani & Kang, 2022; RAHMAN et al., 2020; Shoheib & Abu-Shanab, 2022).

H8b: Facilitating conditions (FC) have an influence on use behavior (UB) on social commerce.

From the results Facilitating conditions (FC) have an influence on use behavior (UB) on social commerce, it has a t-statistic value of (t-values) 0.469 < 1.96 and a p-value > 0.05, which is 0.639 > 0.05 so that H8b is rejected. Owned resources do not affect users in using social commerce.

H9a: Age moderates facilitating conditions on purchase intention.

From the results of the analysis Age moderates facilitating conditions on purchase intention, has a t-statistic value of (t-values) with different age categories. [Group 1] 5.189> 1.96, [group 2] 6.006 > 1.96, [group 3] 3.607> 1.96, and [group 4] 0.161 < 1.96. With a p-value > 0.05 in each age group. [Group 1] 0.000 < 0.05, [group 2] 0.000 < 0.05, [group 3] 0.000 < 0.05, and [group 4] 0.872 > 0.05. It can be concluded that age as a moderating factor facilitating conditions affects purchase intention.

H9b: Age moderates price value on purchase intention.

From the results of the analysis Age moderates price value on purchase intention, it has a t-statistic value of (t-values) with different age categories. [Group 1] 1.171 < 1.96, [group 2] 3.07 > 1.96, [group 3] 0.712 < 1.96, and [group 4] 0.574 < 1.96. With p-value > 0.05 in each age group. [Group 1] 0.242 > 0.05, [group 2] 0.002 < 0.05, [group 3] 0.477 > 0.05, and [group 4] 0.566 > 0.05. It can be concluded that age as a moderating factor for price value affects purchase intention.

H9c: Age moderates' habit on purchase intention.

From the analysis results, Age moderates' habit on purchase intention, it has a t-statistic value of (t-values) with different age categories. [Group 1] 5.024 > 1.96, [group 2] 5.189 > 1.96, [group 3] 2.832 > 1.96, and [group 4] 1.763 < 1.96. With p-value > 0.05 in each age group. [Group 1] 0.000 < 0.05, [group 2] 0.000 < 0.05, [group 3] 0.005 < 0.05, and [group 4] 0.079 > 0.05. It can be concluded that age as a moderating factor of habit affects purchase intention.

H9d: Age moderates' habit in use behavior.

From the analysis results, Age moderates' habit on use behavior, has a t-statistic value of (t-values) with different age categories. [Group 1] 5.889 > 1.96, [group 2] 4.805 > 1.96, [group 3] 3.816 > 1.96, and [group 4] 1.883 < 1.96. With a p-value > 0.05 in each age group. [Group 1] 0.000 < 0.05, [group 2] 0.000 < 0.05, [group 3] 0.000 > 0.05, and [group 4] 0.66 > 0.05. It can be concluded that age as a moderating factor of habit affects use behavior. Hypotesis H9a, H9b, H9c, and H9d is confirmed by research (Andijani & Kang, 2022) about age ranges affecting several aspects such as facilitating conditions, price value, habit on purchase intention and use of social commerce.

H10: Purchase intention (PI) has an influence on use behavior (UB) in the use of social commerce.

From the results Purchase intention (PI) has an influence on use behavior (UB) in the use of social commerce, it has a t-statistic value of (t-values) 10.867 > 1.96 and a p-value > 0.05, which is 0.000 < 0.05 so that H10 is accepted. A person's purchasing intention influences their use of social commerce. This is confirmed by research (Andijani & Kang, 2022; RAHMAN et al., 2020).

4.4. Comparison Implication of Research

In line with the results of the research analysis, Performance Expectancy influences Purchase

Intention, which has been proven by accepting H1. This is confirmed by previous research which also found the influence of Performance Expectancy on Purchase Intention (Andijani & Kang, 2022; Shoheib & Abu-Shanab, 2022; Yujin et al., 2018). In other words, to increase purchasing intentions when using social commerce based on suggestions from respondents through questionnaires. Company must pay attention to the goods in social commerce so that you can help users find and buy the goods they need so they can save time buying daily necessities, checking order tracking is more easily to do, or reduction of unnecessary ads that appear in the app.

Habit has an influence on Purchase Intention and Use Behavior which has been proven by accepting H2a and H2b. This is confirmed by previous research which also found the influence of Habit on Purchase Intention (Andijani & Kang, 2022; Farivar et al., 2017; RAHMAN et al., 2020). In other words, to increase purchasing intentions when using social commerce, based on suggestions from respondents through questionnaires. Company must consider giving discounts and promo that will make users will return to using social commerce, or free shipping on purchases through social commerce makes users will return to use the same social commerce many times and become habit to using social commerce.

Effort Expectancy has an influence on Purchase Intention which has been proven by accepting H3. This is confirmed by previous research which also found the influence of Effort Expectancy on Purchase Intention (Yujin et al., 2018). In research, (Andijani & Kang, 2022) Effort Expectancy does not influence Purchase Intention, and in social commerce research in Indonesia Effort Expectancy influences Purchase Intention. Based on suggestions from respondents through questionnaires. Company must enhance the app that makes it easy for users to make transactions, not many unimportant ads, not a scam, the application is slow in the shopping transaction process, a notifications from the results of purchasing goods until the goods arrive at the buyer's hands are made more accessible, and if there is an endorsement made by the content creator, it can be directed to the search feature to search for the item directly

Price Value has an influence on Purchase Intention which has been proven by accepting H4. This is confirmed by previous research which also found the influence of Price Value on Purchase Intention (Andijani & Kang, 2022; RAHMAN et al., 2020). In other words, users would have purchase intentions if the costs incurred were proportional to the use of the application. Based on suggestions from respondents through questionnaires. A company must offer a price that is comparable to the goods delivered, variants of goods vary, and descriptions of the items sold are accompanied by photos of the original products, refund guarantee for purchased goods does not take long when fraud occurs.

Social Commerce Constructs have an influence on Trust which has been proven by accepting H5b. This is confirmed by previous research which also found the influence of Social Commerce Constructs on Purchase Intention (Andijani & Kang, 2022; Hassan et al., 2018; Liu et al., 2019; Shoheib & Abu-Shanab, 2022). Based on suggestions from respondents through questionnaires. Company must provide recommendations for positive reviews given in accordance with the goods offered, good offered on social commerce have many buyers and ratings, and the goods delivered are in line with the product overview that given on social commerce.

Trust has an influence on Purchase Intention which has been proven by accepting H6. This is confirmed by previous research which also states that Trust influences Purchase Intention ((Andijani & Kang, 2022; DEWI & YODIANSYAH, 2021; Farivar et al., 2017; Hassan et al., 2018; Liu et al., 2019; Pratama et al., 2018; Shoheib & Abu-Shanab, 2022). Based on suggestions from respondents through questionnaires. Company must supervision of sellers who sell goods on social commerce is tightened because there are often scammers or not trusted, photos in the shop window often do not match the goods with the original products, provide fraud reports services from customers to social commerce or banned seller accounts, and payment security by using a third party (payment gateway), and the most important are strengthen consumer data protection so that is not spread and misused.

Facilitating Conditions have an influence on Purchase Intention which has been proven by

accepting H8a, this is confirmed by previous research which also states that Facilitating Conditions influence Purchase Intention (Andijani & Kang, 2022; RAHMAN et al., 2020; Shoheib & Abu-Shanab, 2022). Based on suggestions from respondents through questionnaires. Companies must develop social commerce applications such as features in social commerce that are easy to use and known by users, provide comfort in use both in terms of features, appearance, and services provided by social commerce.

Age as a moderating factor in Habit has an influence on Purchase Intention which has been proven by the acceptance of H9a, H9b, H9c, and H9d in several age categories. This is confirmed by previous research in research (Andijani & Kang, 2022), where the age of older users will cause changes in facilitating conditions, price value, and habit. Age will moderate facilitating conditions, price value, and habit on behavioral intention. In other words, social commerce companies must be able to create an application that can be accessed and used by all ages to make it easier for users of all ages to learn and use it, especially in terms of the costs incurred whether it is comparable to the benefits obtained so that purchase intention occurs.

Purchase Intention influencing Use Behavior has been proven by accepting H10, this is confirmed by research conducted which proves that Purchase Intention influences Use Behavior (Andijani & Kang, 2022; RAHMAN et al., 2020). Where the level of intention can influence the level of technology use. This reflects that the higher the intention to use technology will lead to online purchases.

5. Conclusion

The research demystifies social technology adoption by uncovering usage determinants and gender-based nuances. Recommendations underline the imperative of trust augmentation, motivational enhancements, and ubiquitous access support for customer-centric interface development by incorporating human cognitive processes. The results of the hypothesis have been tested and the results show that the factors that influence purchasing intentions are Performance Expectancy, Habit, Effort Expectancy, Price Value, Trust, and Facilitating Conditions in the use of social commerce. These six variables can predict purchase intention. In addition, Habit and Facilitating Conditions affect the use of social commerce, where these two variables can predict usage behavior. Age is a moderating factor that affects facilitating conditions, price value, and habit. Hypothesis testing shows that the factors that influence trust are social commerce constructs in the use of social commerce and these variables can predict user trust. Meanwhile, social presence has absolutely no influence on purchase intention when using social commerce.

The limitations of this study are that social commerce users are not diversified and are only dominated by those aged 26-35 years and with female gender and the location of residence is dominated in Jakarta which does not represent the overall results of the target from the results of the questionnaire distributed namely the Indonesian people. Future research should consider a focused sample or look for a sample that is evenly distributed across 38 provinces in Indonesia by distributing questionnaires more evenly. In the results of research conducted using UTAUT2 which is modified by adding some variables, one of which is social presence which does not have a significant effect on the use of social commerce in Indonesia. By paying attention to one of these variables to be re-tested because when distributing questionnaires this research produced some input regarding open question suggestions for future social commerce applications the development of social commerce in the future regarding the presence of a seller's response in handling customer / buyer complaints, not just a chatbot. Re-testing of social commerce constructs is also worth retesting because from the questionnaire results, some respondents answered that they would make purchases of goods or products offered if they had clear assessments and recommendations.

How to optimize consumer purchasing intentions when using social commerce in Indonesia by paying attention to the factors above such as Performance Expectancy, Habit, Effort Expectancy, Price

Value, Trust, and Facilitating Conditions because these variables influence the use of social commerce in addition to age, which also influences Habit someone on the use of social commerce.

References

Ahmad Fauzan, A. dkk. (2023). *Pemanfaatan Teknologi Informasi Di Berbagai Sektor Pada Society 5.0* (Issue January). https://books.google.co.id/books?hl=id&lr=&id=PQ-qEAAAQBAJ&oi=fnd&pg=PP1&dq=pemanfaatan+teknologi+informasi+perbankan&ots=FwAWXGQRY6&sig=LBhjqsWIWTGmsEGtOXL-Y_u8aXw&redir_esc=y#v=onepage&q=pemanfaatan teknologi informasi perbankan&f=false

Ahmad, M. I. (2014). Unified Theory of Acceptance and Use of Technology (UTAUT): A Decade of Validation and Development. *In: Fourth International Conference on ICT in Our Lives 2014*, *1*, 1–13.

Ain, N. U., Kaur, K., & Waheed, M. (2016). The influence of learning value on learning management system use: An extension of UTAUT2. *Information Development*, *32*(5), 1306–1321. https://doi.org/10.1177/0266666915597546

Alghatrifi, I. (2019). *Baseline Framework of Information System study of IPV6 Adoption*.

Andijani, A., & Kang, K. (2022). Social Commerce Acceptance after Post COVID-19 Pandemic in Saudi Women Customers: A Multi-Group Analysis of Customer Age. *Sustainability (Switzerland)*, *14*(16). https://doi.org/10.3390/su141610213

Ashoer, M., & Said, S. (2016). The Impact of Perceived Risk on Consumer Purchase Intention in Indonesia; A Social Commerce Study. *Management, Economics and Social Sciences (Icamess)*, *May*, 1–14.

Attar, R. W., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New Trends in E-Commerce Research: Linking Social Commerce and Sharing Commerce: A Systematic Literature Review. *Sustainability (Switzerland)*, *14*(23), 1–38. https://doi.org/10.3390/su142316024

Azhar, A., & Padjadjaran, U. (2022). *The Importance of Business Digitalization with E-Commerce for The Development of MSMEs in Indonesia. November*.

Buttle, F., & Maklan, S. (n.d.). *Customer Relationship Management: Concepts and Technologies* (third). Routeledge.

DEWI, S. A. E., & YODIANSYAH, H. (2021). Impulse Buying Behavior and Acceptance of Mixed Branding of Media Platform Using Technology Acceptance Model (Tam). *Asian Journal of Advances in Research*, *7*(1), 18–25. https://www.mbimph.com/index.php/AJOAIR/article/view/1994

Farivar, S., Turel, O., & Yuan, Y. (2017). A trust-risk perspective on social commerce use: an examination of the biasing role of habit. *Internet Research*, *27*(3), 586–607. https://doi.org/10.1108/IntR-06-2016-0175

Hair, J. F., Hult, G. T. M., & Ringle, C. M. (n.d.). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.

Harahap, D. A. (2022). Eksistensi UMKM Melalui Social Commerce. *Majalah Marketing*, *April*, 4–5. https://doi.org/10.13140/RG.2.2.32329.01123

Hassan, M., Iqbal, Z., & Khanum, B. (2018). The role of trust and social presence in social commerce purchase intention. *Pakistan Journal of Commerce and Social Science*, *12*(1), 111–135.

Kepios. (n.d.). *DIGITAL 2022: INDONESIA*. https://datareportal.com/reports/digital-2022-

indonesia?rq=indonesia

Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, *31*(2), 378–397. https://doi.org/10.1108/APJML-05-2018-0170

Mou, J., & Benyoucef, M. (2021). Consumer behavior in social commerce: Results from a meta-analysis. *Technological Forecasting and Social Change*, *167*(March). https://doi.org/10.1016/j.techfore.2021.120734

Naim, A. (2021). Role of Information Systems in Customer Relationship Management. *International Journal of Intelligent Communication, Computing, and Networks*, *02*(03). https://doi.org/10.51735/ijiccn/001/37

Niehaves, B. (2016). The inner and the outer model in explanatory design theory : the case of designing electronic feedback systems. *European Journal of Information Systems*, *October 2012*, 1–14. https://doi.org/10.1057/ejis.2016.3

Populix. (2022). *The Social Commerce Landscape in Indonesia*. *September*.

Pranatawijaya, V. H., & Priskila, R. (2019). *Pengembangan Aplikasi Kuesioner Survey Berbasis Web Menggunakan Skala Likert dan Guttman*. *5*(November), 128–137. https://doi.org/10.34128/jsi.v5i2.185

Pratama, M. O., Meiyanti, R., Noprisson, H., Ramadhan, A., & Hidayanto, A. N. (2018). Influencing factors of consumer purchase intention based on social commerce paradigm. *2017 International Conference on Advanced Computer Science and Information Systems, ICACSIS 2017*, *2018-Janua*(October 2019), 73–79. https://doi.org/10.1109/ICACSIS.2017.8355015

RAHMAN, A., FAUZIA, R. N., & PAMUNGKAS, S. (2020). Factors Influencing Use of Social Commerce: An Empirical Study from Indonesia. *Journal of Asian Finance, Economics and Business*, *7*(12), 711–720. https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.711

Shoheib, Z., & Abu-Shanab, E. A. (2022). Adapting the UTAUT2 Model for Social Commerce Context. *International Journal of E-Business Research*, *18*(1), 1–20. https://doi.org/10.4018/IJEBR.293293

Tamilmani, K., Rana, N. P., Wamba, S. F., & Dwivedi, R. (2021). The extended Unified Theory of Acceptance and Use of Technology (UTAUT2): A systematic literature review and theory evaluation. *International Journal of Information Management*, *57*(November 2020), 102269. https://doi.org/10.1016/j.ijinfomgt.2020.102269

Teo, T. S. H., & Too, B. L. (2015). Information systems orientation and business use of the internet: An empirical study. *International Journal of Electronic Commerce*, *4*(4), 105–130. https://doi.org/10.1080/10864415.2000.11518381

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Venkatesh_Thong_Xu_MISQ_forthcoming (GENDER AGE EXPERIENCE). *MIS Quarterly*, *36*(1), 157–178.

Yujin, X., Wei, G., & Pei, Y. (2018). *Research on Influencing Factors of Consumers' Willingness to Purchase Fresh E-commerce Products Based on UTAUT Model*. *Etemss*, 131–138. https://doi.org/10.23977/etemss.2018.1624

Yuwanti, W., Sumedi, A., Sfenrianto, T. R. P., Sfenrianto, & Kaburuan, E. R. (2019). Analysis of the factors affecting repurchase intention in social commerce in Indonesia. *Journal of Theoretical and Applied Information Technology*, *97*(12), 3245–3254.