

# **The Effect of Social Commerce Construct on Consumer Trust and Purchase Intention (Study on Shopee E-Commerce Users in Indonesia)**

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## **Abstract**

This study aims to explain: (1) the effect of Social Commerce Construct (X) on Consumer Trust (Y1), (2) The influence of Social Commerce Construct (X) on Purchase Intention (Y2). (3) the influence of Consumer Trust (Y1) on Purchase Intention (Y2) (4) and Consumer Trust mediates the relationship between Social Commerce Construct with Purchase Intentions. This study is an explanatory research with a quantitative approach. The sample in this study was 100 respondents from Shopee e-commerce users and who have made online purchases through the Shopee website and have purchased a general one time. The sampling technique in this study uses a probability sampling technique with purposive sampling and the data collection method uses a questionnaire. The data analysis used is descriptive statistical analysis and path coefficients. The results of the analysis show that: (1) the variable Social Commerce Construct has a significant effect on the variable Consumer Trust. (2) The Social Commerce Construct variable has a significant impact on the Purchase Intention variable with the Consumer Trust variable as a mediation variable. The indirect effect results show that the Consumer Trust variable plays a role in the relationship between the Social Commerce Construct and Purchase Intention variables. (3) The Consumer Trust variable has a significant effect on the Purchase Intention variable. (4) Consumer Trust mediates the relationship between Social Commerce Construct and Purchase Intention.

## **Keywords**

Social Commerce Construct, Consumer Trust, Purchase Intention, Shopee e-commerce.

## **1. Introduction**

In Indonesia, the growth of *e-commerce* is very rapid. One of the companies engaged in *e-commerce* in Indonesia is Shopee which is an *e-commerce* affiliated with the largest *online* retail company in Asia, Shopee. The rapid growth of *e-commerce* creates competition in the online business industry. The company is required to carry out various strategies in carrying out its business to be able to compete with other similar companies to attract consumers in making purchases. Shopee is an online shopping application that focuses more on *mobile* platforms making it easier for people to search, shop and sell through mobile phones. Having a vision as the number 1 *mobile marketplace* in Indonesia in 2018, 2019, and 2020 has a mission to develop an entrepreneurial spirit for sellers in Indonesia making Shopee always looking for strategies in developing applications. Shopee facilitates sellers to sell easily and helps buyers with secure payment processes and integrated logistics arrangements and innovative leading-edge social features to make buying and selling easier, more convenient, secure and practical.

Shopee is an online shopping application that focuses more on *mobile* platforms making it easier for people to search, shop and sell through mobile phones. Having a vision as the number 1 *mobile marketplace* in Indonesia in 2018, 2019, and 2020 has a mission to develop an entrepreneurial spirit for sellers in Indonesia making Shopee always looking for strategies in developing applications. Shopee facilitates sellers to sell easily and helps buyers with secure payment processes and integrated logistics settings and innovative leading-edge social features to make buying and selling easier, fun, secure and practical.

In addition to having many achievements, the reason I chose Shopee is because Shopee has a complete *social commerce construct*, namely, *Chat forums, ratings, reviews* and recommendations. *Shopee social commerce construct* also has many reviews or reviews from shopee users but, in filling out reviews and ratings from Shopee users not a few Shopee users give reviews that do not match reviews with reviewed products. Then there is a discrepancy between the product rating contained in the application and the product purchased (Figure 1).

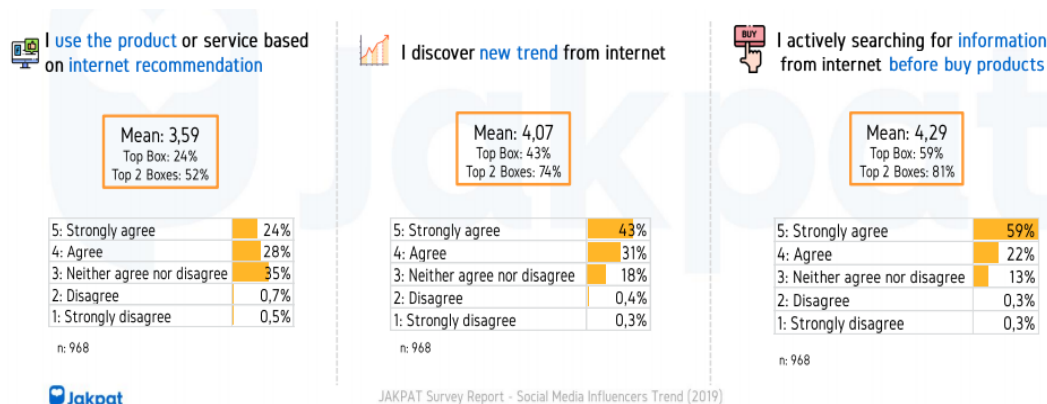


Figure 1. Survey JAKPAT of 2021(Source:Jakpat.co.id)

Based on survey in shopping *online*, consumers will look for a definite security in every *e-commerce* as a guarantor in online shopping. Therefore, jakpad conducts a survey to find out how important information must be provided by each *e-commerce* in explaining the products sold. According to the Jakpad 2019 survey, users tend to search for product/service information from the internet, based on trends that users have found in it. However, some users are still considering whether or not they should use internet recommendation products/services. Fifty-two percent said they were based on internet recommendations, 74 percent said they followed new trends based on the internet and 81 percent said they agreed to search for information about the product before buying it.

## 1.1 Objectives

The purpose of this study, according to what has been described in the problem formulation, is to find the effect social commerce construct on consumer trust and purchase intention. The problems in this research can be formulated as follows: How does the effect social commerce construct on consumer trust and purchase intention at Shopee?

## 2. Literature Review

### Marketing

According to the *American Marketing Association* in Priansa (2017: 30) marketing is a social and managerial process in which individuals and groups get the things they need and want by creating, offering and freely exchanging valuable products with others.

### E-commerce

*E-commerce* is a process of transaction of goods or services through information systems that utilize information technology. *E-commerce* according to O'Brien and Marakas (2010) "is the buying, selling, marketing, and servicing of products, services, and information over a variety of computer networks. E-commerce is changing the shape of competition, the speed of action, and the streamlining of interactions, products, and payments from customers to companies and from companies to suppliers".

### Disposition to Trust

It is an attitude that indicates a state of belief, according to Colquitt et al. (2007) and Mayer et al. (1995) is a state of trusting others and results in the individual's belief to believe.

### **Consumer Behavior**

The word consumer is often interpreted into two types of consumers, namely individual consumers and consumer organizations. Goods and services purchased by individual consumers can be used for themselves, family members or given to others as gifts.

### **Social Commerce Construct**

*Social Commerce Construct* is a construction derived from *social commerce* such as forums, communities, *online* reviews of rankings and recommendations (Hajli, 2013). The use of constructed social trade was started by several studies in the field of social commerce.

### **Consumer Trust**

Leeraphong and Mardjo (2013) in Dyah Kusumawati (2020) stated that trust is an important factor, which makes consumers interested in buying products *online*. Trust in *online shops* is crucial as well as the diversity of *online* interactions through public media. From the perceived results of consumers, the confidence of *online* shopping affects purchasing intentions through general media. Based on Hsiao, et al in Roslan Anwar and Wijaya Adidarma (2016) in their research define trust in *online* shopping to be the willingness of consumers in trusting *online* shopping.

### **Purchase Intention**

Buying interest is someone's desire to make a purchase. Buying interest is a plan to buy a number of goods or products needed by consumers. The results of research conducted by Kim et al (2008) found that there is a relationship between intention and consumer behavior, furthermore the relationship was based that humans always try to make rational decisions according to the information available to them.

### **Online Buying Interest Stages**

According to Kottler and Keller (2016: 137) states that buying interest is a consumer attitude that appears to be a response to objects that are a sign of someone's dream to make a purchase. While buying interest according to Sciffman and Kanuk (2015: 288) Buying interest is a model of a person's behavior towards the object of goods that is very suitable in measuring behavior against the class of products, services or exclusive brands. The producer's stages on choosing a buying interest or determining the consumer's encouragement in making purchases of products or services offered *online*.

### **Consumer Behavior**

According to Michael R. Solomon (2015:28) stated that consumer behavior it is study of the processes involved when individuals and groups select, purchase, use and dispose of products, services, ideas, or experiences to satisfy needs and desires.

### **Consumer behavior factors**

Consumer behavior in purchasing decisions is influenced by some factors. These factors can vary, ranging from psychological factors, character, satisfaction and so on. According to Pride and Ferrell in Sangadji and Sopiah (2013:335-337) there are three factors that influence consumer behavior in buying goods or services, namely as follows: Social Factor, Consumer behavior is also influenced by social factors, such as small groups, families and the role and social status of consumers. A person's position in each group can be identified in terms of role and status. Personal Factor, Purchase decisions are also influenced by personal characteristics such as age and stage of life, occupation, economic situation, lifestyle, as well as the personality and self-concept of the buyer. Psychological Factors, Factors contained in the individual that partly determines the behavior of the individual so that it affects his behavior as a consumer.

### **Buying Decision**

Purchasing decision according to one of the experts, Kotler, and Keller (2016: 198) is in the evaluation stage, the consumer forms references among the brands in the choice and may also form an intention to buy the most preferred brand.

Based on the description above, proposed 4 hypothesis

**H1** : *Social Commerce Construct* berpengaruh terhadap *Consumer Trust*

**H2**: *Social Commerce Construct* berpengaruh terhadap *Purchase Intention*

**H3**: *Consumer Trust* berpengaruh terhadap *Purchase Intention*

**H4:** *Consumer Trust* memediasi hubungan antara *Social Commerce Construct* dan *purchase intention*

### 3. Methods

#### Types of research

This study uses explanatory research (descriptive) and causality with quantitative *research approaches* according to Singarimbun and Effendi (2006: 5), explanatory research is a study that explains the causal correlation between research variables through hypothesized tests that have been formulated before, so as to find out how much the contribution of free variables to related variables and the magnitude of the direction of correlation that occurs.

#### Research Stages

According to Sugiyono (2017:15) Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of describing and testing hypotheses that have been set.

To answer all problem formulations that have a temporary nature (hypothesis), the researcher can read theoretical references that are relevant to the problem and findings from relevant previous studies. To test the hypothesis, the researcher can use a method or approach that is in accordance with the research. After the research method is determined, the researcher can arrange instruments using data collection tools such as questionnaires/questionnaires, and conduct validity and reliability tests first.

Data collection is carried out on certain objects in the form of populations or samples. After the data is collected, the next step is to analyze it to answer the problem formulation and test the hypothesis with certain statistical techniques. Based on this analysis, whether the proposed hypothesis can be accepted or rejected?

The conclusion is the final stage in the form of an answer to the formulation of the problem. It will appear that the quantitative research process is linear, the steps are clear starting from the formulation of the problem, theory, hypothesis, data collection, data analysis and drawing conclusions and providing suggestions.

#### Structural Equation Modeling (SEM)

The study used structural equation modeling (SEM) methods. According to Santosa (2018: 54) structural equation modeling (SEM) or SEM is a static method used by researchers in various fields, for example social, behavioral, educational, biological, economic, marketing and medical researchers.

#### Partial Least Square (PLS)

Based on hypotheses and research designs, the data collected will be analyzed using *Partial Least Square (PLS)*. PLS is a powerful method of analysis because it can be applied to all data scales, does not require many assumptions and the sample size does not have to be large.

1. *Convergent Validity*

*An indicator* is said to have good rehabilitation, if the outer *loading* value is above 0.70 (Ghozalii and Latan, 2015, p. 199). While the outer loading value can still be tolerated up to 0.60 and below from the value of 0.50 to 0.60 can be dropped from the analysis (Ghozali, 2015, p. 199).

2. *Discriminant Validity*

To test *the discriminant validity* measurement model is to look at the cross loading value. Better the measurement value of AVE should be greater than 0.50 (Ghozali and Latan, 2015).

3. *Composite Reliability*

*Composite reliability* indicates a degree that indicates *common latent (unobserved)*, so it can show the block indicator that measures the internal consistency of the construct forming indicator, the accepted limit value for *the Composite level*. *Reliability* is 0.7 although it is not an absolute standard (Ghozali and latan, 2015, p. 199).

#### *Goodness of Fit Model*

Measured using R-square dependent latent variables with the same interpretation as regression. A Q-square value of  $> 0$  indicates the model has *predictive relevance*, conversely if the Q-Square value  $\leq 0$  indicates the model lacks *predictive relevance*. The Q-Square calculation is done with the formula:

$$Q^2 = 1 - (1 - R^2) (1 - R^2) (1 - R^2)$$

#### *Measuring scale*

According to Sugiyono (2017:151) the measurement scale is an agreement that is used as a reference in quantitative research to determine the length and shortness of an interval in the measuring instrument, so that the measuring instrument when used in measurements will produce quantitative data.

This study uses a likert scale format in which this format is created so that respondents answer at many levels and every statement, so that the answers from respondents can be measured and answers are given a score. If the researcher uses *the likert scale*, then all responses have a relationship with the form of statements or support attitudes that can be expressed with sentences. The answer to each question on the Likert scale has a gradation from very positive to very negative, with the following weighting value.

#### *Population and Sample*

A population is a group of people, events or interesting things that researchers want to explore and make opinions based on sample statistics (Sekaran and Bougie, 2017:53). Meanwhile, according to Sugiyono (2014: 80) population is a conclusion obtained by researchers after studying about the generalization area consisting of subjects or objects with certain quantities and characteristics. In this study, the population selected for research was shopee application users as *an online shopping application*. According to Sugiyono (2019: 127) the sample is part of the origin of the number and characteristics of the population. When viewed from the probability of the selection of population members for as a sample, sampling techniques can be divided into two majors, namely *probability sampling* techniques and *non-probability sampling* techniques (Indrawati, 2015: 166).

According to Zikmund and Banbin (2013: 356) because the population number in this study is not clearly known the number, the sampling technique used is the following formula:

$$n = \frac{Z^2 p(1 - p)}{d^2}$$

The minimum sample calculation results in this study were 96.4 respondents or rounded to 97 respondents. Researchers rounded it down to 100 respondents to reduce errors in filling out questionnaires and obtain good data processing results.

## **4. Data Collection**

### **Primary Data**

Primary data is a data source whose acquisition process is carried out directly by researchers (Sugiyono, 2018). Primary data refers to data collected by researchers themselves without the intervention or interference of external parties. The study used a primary data questionnaire of the study.

### **Secondary Data**

According to Sugiyono (2016) secondary data sources are sources that do not directly provide data to data collectors, for example through others or through documents. In this study, indirect data sources were obtained through literature studies, references to scientific research books on consumer behavior, national and international journal research that can be accessed through google scholar, articles related to this study, and previous research related to this research related to consumer behavior that can be accessed through online libraries. Secondary data is a data source whose acquisition process is carried out indirectly by researchers (Sugiyono, 2018: 225). Secondary data refers to data collected by researchers through a second party or the first party, either through openly or closedly published data. The study uses books, *ebooks*, scientific articles and previous research as secondary research data.

## **5. Results and Discussion**

### **5.1 Descriptive analysis**

The results of the descriptive analysis of social commerce construct variables, *consumer trust*, and purchase intention:

1. The *Social Commerce Construct* variable as a whole falls into the category with a percentage value of 80.2%.
2. The *Consumer Trust* variable as a whole falls into the category of good with a percentage value of 76.6%.
3. The *Purchase Intention* variable as a whole falls into the category of good with a percentage value of 83.9%.

## 5.2 Partial Least Square Analysis

According to Riduwan and Kuncoro (2017) *path analysis* is an analytical technique used to analyze relationship patterns between variables with the aim of knowing the direct or indirect influence of a set of free variables (*exogenous*) on bound variables (*endogenes*). In this study, *path analysis* was used to answer hypotheses that have been proposed by researchers to find out the large influence of independent or free variables, namely *social commerce construct* on *consumer trust* and *purchase intention* on *Shopee e-commerce* users in Indonesia.

## 5.3 Outer Model Evaluation

### 5.3.1 Convergent Validity

Table 2. Convergent Validity

	CONSUMER TRUST	PURCHASE INTENTION	SOCIAL COMMERCE CONSTRUCT
CT1	0,862		
CT2	0,845		
CT3	0,810		
CT4	0,826		
CT5	0,780		
CT8	0,640		
P11		0,769	
P12		0,654	
P13		0,872	
P15		0,826	
PI7		0,68	
PI8		0,734	
PI9		0,742	
SCC2			0,751
SCC3			0,761
SCC4			0,756
SCC5			0,715
SCC7			0,643

In the table 2 it is seen that the outer loading value of each indicator from *the variable Social Commerce Construct, Consumer Trust and Purchase Intention* has an outer loading value above 0.6 so that it has met the minimum limit. This shows that all indicators in the test are valid.

### Discriminant Validity

Table 3. Discriminant Validity

	Consumer Trust	Purchase Intention	Social Commerce Construct
CT1	0,862	0,591	0,616
CT2	0,845	0,585	0,609
CT3	0,810	0,443	0,633
CT4	0,826	0,529	0,671
CT5	0,780	0,577	0,476
CT8	0,640	0,513	0,434

P11	0,504	0,769	0,454
P12	0,467	0,654	0,48
P13	0,545	0,872	0,627
P15	0,621	0,826	0,647
PI7	0,522	0,68	0,442
PI8	0,428	0,734	0,439
PI9	0,447	0,742	0,532
SCC2	0,555	0,344	0,751
SCC3	0,576	0,455	0,761
SCC4	0,562	0,511	0,756
SCC5	0,537	0,657	0,715
SCC7	0,408	0,521	0,643

In the table 3, the cross loading value for each construct is intended to have a greater value than the value of cross loading other constructs. It is stated that each indicator used by each variable is declared valid in addition to using cross loading test diccriminant validity can be done by view of the value of *Fornell Lacker Criterium* as follows (Table 4):

Table 4. Fornell Lacker Criterium

Variable	Consumer trust	Purchase intention	Social commerce construct
Consumer trust	0,797		
Purchase intention	0,678	0,757	
Social commerce construct	0,724	0,695	0,726

### Composite Reliability

Table 5. Composite Reliability

Variable	Comppsite Reliabilty
Consumer Trust	0,912
Purchase Intention	0,903
Social Commerce Construct	0,848

The conclusion of composite reability testing is as follows (Table 5)

- 1.) The *Consumer Trust* variable is reliable, because the consumer trust's composite reliability value is  $0.912 > 0.7$
- 2.) Variabel *Purchase Intention* is reliable, because the composite reliability purchase *intention* value is  $0.903 > 0.7$
- 3.) The *Social Commerce Construct* variable is reliable, because the composite value of *Social Commerce Construct* It is  $0.848 > 0.67$

### Evaluation of Inner Model (R square)

Table 6. R-square

	R Square	R Square Adjustment
Consumer Trust	0, 524	0,520

Purchase Intention	0,548	0,538
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R-Square Adjusted Model = 0.520 (Table 6). This means that the ability of *consumer trust* variables in explaining *social commerce construct* is 52% thus the model is classified as Medium (good) and R-Square Adjusted Model = 0.538. This means that the ability of the Purchase Intention variable in explaining *the Social Commerce Construct* is 53.8% thus the model is classified as Medium (good).

## F-Square

Table 7. Composite Reliability

	Consumer Trust	Purchase Intention
Consumer Trust		0,142
Social Commerce Constr	1,103	0,194

Social Commerce Construct against Consumer Trust has a value of = 1.103 (Table 7), hence the large effect of exogenous variables on endogenes. And the Variable Social Commerce Construct against Purchase Intention has a value of 0.194, hence the moderate effect of exogenous variables to endogenes. While the effect of variable Consumer Trust Towards Purchase Intention has a value of eke 0.142 then the effect received is small.

## Mediation Effects

### Direct Effects

Table 8. Table of Direct Effects

	Original Sample	P-Values
Consumer Trust → Purchase Intention	0,368	0,001
Social Commerce Construct → Consumer Trust	0,724	0,000
Social Commerce → Purchase Intention	0,429	0,000

The path coefficient in Table 4.8 shows that all path coefficient values are positive (viewed in the original sample), among others (Table 8):

- Consumer Trust to purchase Intention: Path coefficient = 0.368 and P-Value = 0.001(<0.05) means, the effect of Consumer Trust on purchase intention is positive and significant;
- Social Commerce Construct against Consumer Trust has a value: Path coefficient = 0.724 and P-Value = 0.000(<0.05), that is, Social Commerce Construct against Consumer Trust is positive and significant
- Social Commerce Construct against Purchase Intention has a value: Koefisien path = 0.429 and P Value = 0.000 (< 0.05), meaning Social Commerce Construct against Purchase Intention has Positive and significant relationships

### Indirect Effects

Table 9 . Table of Indirect Effects

Variable	Original Sample	T Statistics	P Values
SCC-> CT->PI	0.266		0.001

In the table 9 , it can be concluded that the influence of Consumer Trust as mediation in social commerce construct and Purchase Intention relationship with P Values is 0.266 <0.05. Therefore, the large influence of consumer trust as a mediator in social commerce construct is 26.6% and 73.4% is influenced by other things.

## Total Effects

Table 10. Table of Total Effects

	Original Sample	P-Values
CT → PI	0,368	0,000
SCC→CT	0,724	0,000
SCC → PI	0,695	0,000
SCC-> CT->PI	0.266	0.001

The conclusion of the total effect value in table is as follows:

1. The total effect for the Consumer Trust's relationship with Purchase Intention was 0.368;
2. The total effect for the Social Commerce Construct's relationship with Consumer Trust was 0.724.
3. Total effect for Social Commerce Construct relationship with Purchase Intention is 0.695
4. The total effect for consumer trust as a mediation variable between social commerce construct relationship with purchase intention is 0.266.

## Hypothesis Test

Simple linear regression analysis is an analytical tool used to measure the influence between the independent variable (X) and the dependent variable (Y) (Sugiyono, 2011). Based on the results of descriptive analysis, *the overall purchase intention* variable is in the Good category. This is indicated by the overall value obtained by *the purchase intention* variable of 83.9%. This means that *Shopee e-commerce* has implemented all four dimensions of *the purchase intention* variable with enough baik that can attract users to provide product recommendations to others, share If you have made a purchase, and are interested in finding more complete information about the product of interest Based on the results of descriptive analysis, variabel *consumer trust* as a whole is in the good category. This is indicated by the overall value obtained by *the consumer trust* variable of 76.6%. This means that *consumer trust* variables have carried out both dimensions quite well by building *trusting beliefs* and *trusting intentions* to consumers such as providing good service for consumers so as to trigger consumers to accept the risks that may occur in making online purchases. , willing to provide information subjectively, as well as take advice from *e-commerce seller* Shopee.

## 6. Conclusion

1. Based on the results of descriptive analysis, *the social commerce construct* variable in *Shopee e-commerce* in Indonesia as a whole is in the good category with a value of 80.2%. This shows that *Shopee e-commerce* has been good in building *social commerce constructs*.
2. Based on the results of descriptive analysis, *the variable consumer trust* in *Shopee e-commerce* in Indonesia as a whole is in the good category with a value of 76.65%. this shows that *shopee e-commerce* builds consumer trust well.
3. Based on the results of descriptive analysis, *the purchase intention* variable in *Shopee e-commerce* in Indonesia as a whole is in the good category even almost very good with a value of 83.9% This shows that *Shopee e-commerce* has built a good *purchase intention*.
4. The results showed that the *Social Commerce Construct* variable had a significant effect on the *Consumer Trust* variable. This can be seen from the social commerce construct variable path coefficient value of 0.724 with a probability number of 0.000 indicating that this number is less than alpha ( $p < 0.05$ ), so it is said to be significant. Overall, the average total *social commerce construct* variable score is otherwise good. This suggests that the recommendation indicators at Shopee can reliably drive the rise of *Consumer Trust*.
5. The results showed that the *Social Commerce Construct* variable had a significant effect on the *Purchase Intention* variable. This can be seen from the coefficient value of the *Social Commerce Construct* variable path with *Purchase Intention* of 0.429 with a probability number of 0.000 indicating that this number is less than alpha ( $p < 0.05$ ), so it is said to be significant. This suggests that indicators of consumer buying interest in Shopee may drive increased *Purchase Intentions*.

6. The results showed that *consumer trust* variables significantly affect purchase intention variables. This can be seen from the value of the *Consumer Trust* variable path coefficient of 0.368 with a probability number of 0.000 indicating that this number is less than alpha ( $p < 0.05$ ), so it is said to be significant. This suggests that indicators believe with information from Shopee can drive the increase in *Purchase Intention*.
7. The results showed that the *Social Commerce Construct* variable had a significant effect on the *Purchase Intention* variable with the *Consumer Trust* variable as the mediation variable. The *indirect effect* result is 0.226 and the figure shows that the *Consumer Trust* variable plays a role in the relationship between the *Social Commerce Construct* and *Purchase Intention* variables.

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