

## The Influence of Social Commerce Construct on Consumer Trust and Purchase Intention at Shopee Indonesia

Rega Dinzki Al-Jundi<sup>1\*</sup>, Ardansyah<sup>2</sup>  
Universitas Bandar Lampung

**Corresponding Author:** Rega Dinzki Al-Jundi [dinzkirega@gmail.com](mailto:dinzkirega@gmail.com)

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### ABSTRACT

The aim of this research is to find out how big social commerce construct on consumer trust in Shopee Indonesia and to find out how much influence it has social commerce construct on purchase intentions at Shopee Indonesia. This research uses quantitative methods with a sample size of 100 respondents from social commerce Shopee Indonesia data in this research was analyzed using SPSS Version 25.0 analysis assistance. The research results show that social commerce construct has a significant positive effect on consumer trust in Shopee Indonesia as well social commerce construct has a significant positive effect on purchase intention at Shopee Indonesia.

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## **INTRODUCTION**

Technology in Indonesia is now experiencing increasingly rapid development, causing the number of internet users to also increase. Reporting from We Are Social, Digital Report for Indonesia data from January 2018 to February 2022 shows that internet users in Indonesia are increasing every year. Digital Report for Indonesia data states that in 2018 there were 132.7 million internet users, then in 2019 it increased to 150 million users, in 2020 it increased to 175.4 million users, in 2021 it increased to 202.6 million users up to in 2022 it will increase to 204.7 million internet users (internetworldstats.com).

Likewise with social media users, in 2018 there were 120 million social media users, then in 2019 it increased to 130 million users, in 2020 it increased to 160 million users, in 2021 it increased to 170 million users, until 2022 it increased to 191.4 million social media users, (internetworldstats.com). The use of the internet now is not only as a communication tool, but also as a tool for seeking information, entertainment, business, and other jobs. This increasing use of the internet also has an impact on changing patterns of buying and selling transactions in society, buying and selling transactions which were initially carried out offline, are now increasingly moving to online using various social commerce platforms..

While social commerce is now a big factor in online shopping, over the last five years, the maturity of social media has seen many shifts that are now the new norm. In a relatively short time, social platforms have evolved far beyond spaces for communication, personal information sharing, and networking toward places where consumers can engage in a myriad of less traditional social behaviors (Sillia and Ishak, 2023). Social commerce is an online application based on Web 2.0, this application can support consumer interaction and communication. So consumers can be helped in the decision-making process to buy goods and services online. Social commerce has a difference. These differences lie in business goals, relationships between consumers, and interaction systems, so this has an impact on changes in culture and consumer preferences from the younger generation who are very close to social commerce (Bai, 2015).

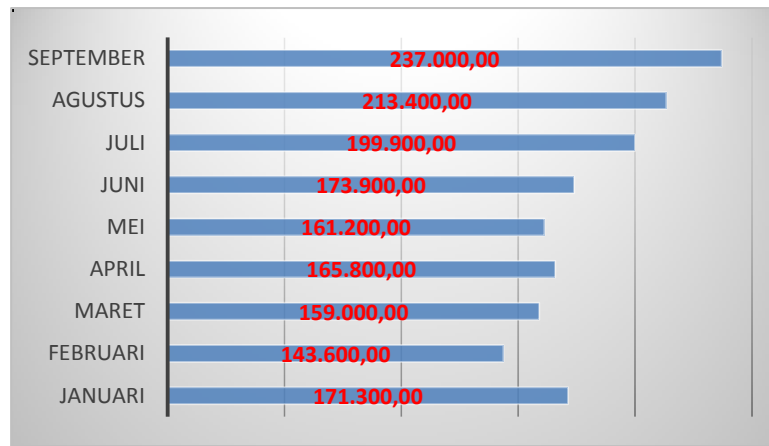
According to Hajli (2015), there is a construct that forms social commerce called Social Commerce Constructs (SCC). Social commerce constructs are activities on social media that can give consumers the power to create content and share their experiences when using a product (Hajli, 2015). According to Hajli (2015), the constructs that make up social commerce are ratings and reviews, recommendations and referrals, as well as forums and communities. Social commerce constructs cannot be separated from social commerce because they are part of the way consumers evaluate a product that will be purchased so that consumers' concerns that the product they are buying will not suit them will also decrease, so the better the social commerce constructs for a product in social commerce, the more trust Consumers' interest in products will also increase and their intention to purchase an item will also increase (Miranda and Hidayat, 2023).

According to Featherman and Hajli in Shanmugam et al, (2016), consumer trust is an important factor in an online platform. Research has shown that trust is indeed a challenging subject in e-commerce (Gefen and Straub, 2020). Hajli (2015) emphasized that trust is an important component in online communities because trust tends to influence consumers to purchase products because when purchasing online, potential buyers cannot see and touch the product physically and can only see it through images posted on the shop's website. on line. Consumer trust is a strong foundation for determining the success or failure of social commerce in the future. To attract consumers' intention to visit and make transactions through their site, social commerce actors must be able to build high trust in potential buyers of their products.

According to Farida (2018), consumers' perceived benefits of the products they buy have a positive impact on increasing consumer confidence in these products. Therefore this important trust feature needs to receive extra attention in cyberspace because e-vendors and customers do not meet face to face. However, developments in social commerce platforms can help increase online trust (Abed, 2018). So the existence of social commerce constructs which include consumer social interactions will automatically increase the level of consumer trust (Hajli, 2014).

Furthermore, social commerce constructs will also influence consumers' purchasing intentions towards products. Broadly speaking, online purchasing intentions are conditions where a person will be willing and intend to carry out an online purchasing transaction (Miranda and Hidayat, 2023). According to Hellier. (2023) purchase intention is defined as an individual's assessment of purchasing services from the same company again, taking into account his current situation as well as possible future circumstances. Purchase intention is considered by marketing literature as a manifestation of customer loyalty as well as having a direct effect on company profits (Zhang, 2021).

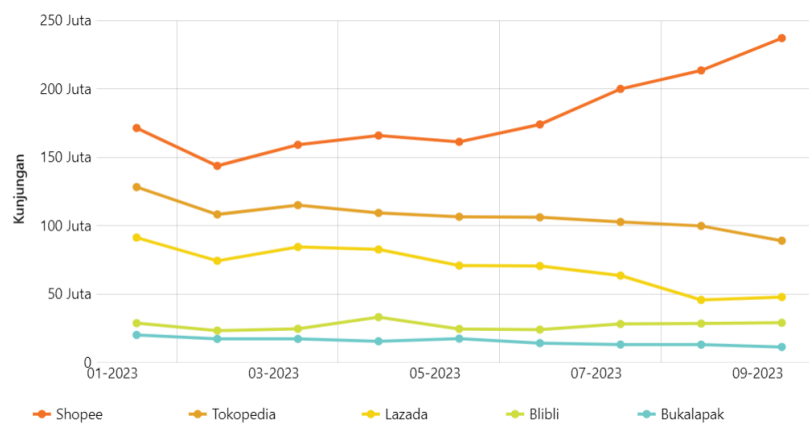
Shopee itself is a company that takes advantage of this business opportunity by creating an application system on smartphones that makes it easier for people to carry out buying and selling transactions. Shopee of course also takes advantage of advances in social media marketing as a tool for its marketing. Shopee is also very aggressive and active in promoting products on its application and social media by providing various kinds of competitions with prizes that will attract consumer interest by holding events, photo contests with prizes, and so on. Apart from that, Shopee is also very active in providing endorsements through influencers and Shopee's own social media accounts. You can see in the image below which is Shopee visitor data from January to September 2023 in Indonesia.



**Figure 1**  
**Shopee Visitor Data in Indonesia (in million Visitors)**

Source : [databoks.katadata.co.id](http://databoks.katadata.co.id)

The data processed above shows that Shopee visitors in January 2023 were 171,300,000 visitors, increasing sharply to 237,000,000 visitors, thus Shopee is the social commerce site in the marketplace category with the most visitors in Indonesia, far surpassing its main competitors, namely Tokopedia, Lazada, Blibli, and Bukalapak. This can be seen from the graphic image below:



Source : [databoks.katadata.co.id](http://databoks.katadata.co.id)

Based on the graph above, it can be seen that of the 5 (five) largest Social Commerce marketplace categories in Indonesia, only Shopee has seen significant growth in visitors, followed by Blibli visitors which has increased slightly while the number of visitors to the Tokopedia, Lazada, and Bukalapak sites in January-September 2023 is trending, fell sharply, as seen in the graph above.

Shopee's significant growth in 2023 is due to visitors always using social commerce constructs for interaction, which produces online social support so that Shopee can increase customer trust with the presence of social commerce construct indicators (recommendations, rates reviews, and forums) in it which ultimately also increases consumer purchase intentions. Based on this description, the researcher was interested in conducting this research in more

depth by taking the title: "The Influence of Social Commerce Construct on Consumer Trust and Purchase Intentions at Shopee Indonesia".

## **THEORETICAL REVIEW**

### ***Social Commerce Construct***

Social Commerce Construct (SCC) is a construct that originates from social commerce such as forums, communities, online reviews, ratings, and recommendations (Hajli, 2023). E-vendors employ SCCs such as ratings, reviews, and recommendation systems, or develop online forums and communities to facilitate consumer social interactions and online communications with consumers. Amazon and e-Bay are good examples of providing customer reviews (Huang in Haji and Sims, 2015). Customer reviews have added value for other potential customers (Heinonen and Gefen, 2021). The social platform called SCC is obtained with Web 2.0 technology and the ability of users to create content and share their experiences (Hajli, 2015).

According to Hajli and Sims in Miranda and Hidayat, (2023) information search on the Social Commerce Construct (SCC) can be measured through three sources, namely:

1. Forums and communities (forums and communities), forums and communities are a place to share information and gain knowledge
2. Ratings and reviews, ratings and reviews are evaluations of products produced by fellow users on social commerce
3. Reviews and recommendations, reviews and recommendations on social commerce will arise if someone gives their assumptions about a product and then recommends it to other people.

### ***Consumer Confidence***

Trust according to Priansa (2017) is a certain party towards another in carrying out a transaction relationship based on the belief that the trusted person has all the obligations as expected. Trust is a central issue in economic and social transactions, especially in the online context of uncertainty (Pavlou in Hajli, 2014). Trust is generally defined as "a willingness to rely on exchange partners in whom one has confidence" (Moorman in Shi and Chow, 2015).

Consumer trust is the consumer's desire that the service or product provider can be trusted and relied on in fulfilling their agreement (Sirdesmukh et al, 2022). Lim et al, (2021) consumer confidence when buying using the internet as the consumer's ability to demonstrate themselves against possible losses that may be faced when shopping transactions via the internet, based on the hope that the seller intends a transaction that can satisfy the consumer and can send the goods or services that have been purchased. Approved. Meanwhile, according to Mayer, (2015), trust is a person's ability to respond to the actions of other people or the surrounding environment. In the hope that other people will take certain actions or reactions to people who are considered trustworthy, without relying on their expertise to control and manage them.

Mayer in Miranda and Hidayat (2023) argues that there are three factors that shape a person's trust in others. The following are the three factors:

1. Kemampuan (*ability*)
2. Kebaikan hati (*benevolance*)
3. Integritas (*intergrity*).

### ***Purchase Intention***

Purchasing intention according to Sawastha (2014) is identifying all possible options to solve the problem and systematically and objectively assessing the options as well as the targets that determine the advantages and disadvantages of each. According to Keller (2014), consumer interest is how consumers are most likely to buy a brand or how likely consumers are to switch from one brand to another. According to Kotler and Keller (2015), purchase intentions are placed in the alternative evaluation stage in the buyer's decision-making process.

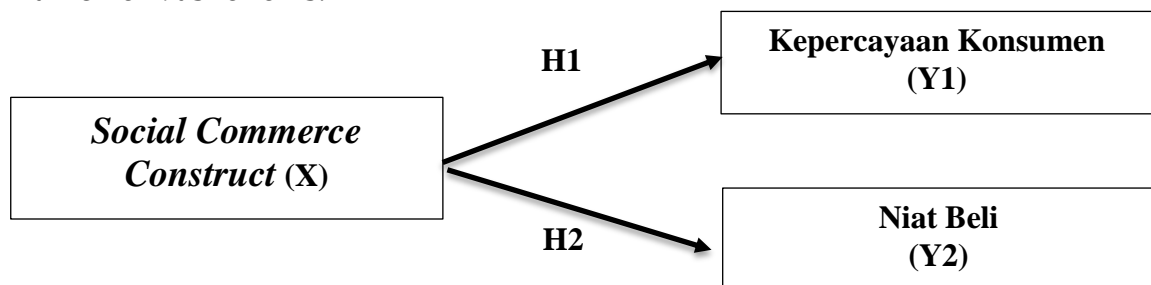
Another opinion states that purchasing interest is defined as the behavior of consumers who have the desire to buy and then take action related to purchasing a product (Schiffman and Kanuk, 2017). Peter and Olson (2020) stated that two things can influence a consumer from initially being interested, and then deciding to buy. First, it comes from consumers' memories of the product, where starting from the consumer's needs and desires, then remembering an interesting product, this can activate purchasing decisions. Second, by utilizing integration when making decisions such as personal sales and promotions, it is hoped that it can influence consumers' desire to buy products.

According to Schiffman and Kanuk (2017), purchase intention indicators include five components, namely:

1. Interest in finding information about products
2. Consider purchasing
3. Interested in trying
4. Want to know the product
5. Want to have a product.

### ***Conceptual FRAMEWORK***

Based on the explanation above, the author can describe it in the form of a framework as follows:



**Figure 3**  
**Framework of Thought**

### ***Hypothesis Development***

#### *The Influence of Social Commerce Construct on Consumer Trust in Shopee Indonesia*

Consumer trust concerns the expectations held by each individual or group where there are promises, words, and verbal and written statements made by individuals or groups that can be relied upon (Rotter in Alwi et al, 2020). Social commerce construct has a positive relationship with trust. Hajli (2015) found that the social commerce construct has a significant influence on consumer trust. Research conducted by Kim and Park (2023) states that the reputation of social commerce companies has a positive effect on building customer trust in social commerce sites. The results of the same research conducted by Kim and Park, (2023) show that reputation plays an important role in building trust in a company's business, and Beyari and Abareshi (2018) also state that the reputation of social commerce companies has a positive effect in building customer trust.

Thus the first hypothesis in this research can be formulated as follows:

*H1: Social Commerce Construct has a Significant Positive Influence on Consumer Trust in Shopee Indonesia*

#### *The influence of social commerce construct on purchase intentions at Shopee Indonesia*

Social commerce constructs are tools for social commerce tools that provide users with interaction (Hajli, 2014), influence the desire to exchange commercial information by customers (Hajli and Sims, 2015), and influence product purchase intentions (Hajli, 2015). One of the main reasons is that customer reviews have a great influence on sales. Research conducted by Meilatinova (2021) states that a high level of trust will have a significant impact on increasing intention to purchase a product. Although acquiring new customers has a higher cost than retaining existing customers. Therefore, according to Lin and Lekhawipat (2014), the intention to purchase a product is an important factor in marketing activities, because customers who are satisfied and have confidence in a product tend to be more likely to make purchases from a site in the future, compared to dissatisfied customers. or don't believe in a product. Previous research by Jun and Kang (2013) found that social commerce constructs greatly influence customers' intentions to buy products on the same social commerce site.

Thus the second hypothesis in this research can be formulated as follows:

*H2: Social Commerce Construct has a Significant Positive Influence on Purchase Intentions at Shopee Indonesia*

## METHODOLOGY

### *Research design*

The research design used is quantitative and is based on the objectives of the research title given in this research. According to Martono (2011), quantitative research utilizes and collects information and data in the form of numbers, which are then processed, analyzed and evaluated to provide scientific information. According to Sugiyono (2016) explains that quantitative research contains data in the form of numbers that can be measured or calculated directly and can be analyzed statistically so that this research is categorized as quantitative research.

### *Population and Sample*

Population is a generalization area of the area of items or individuals to be investigated that meet the requirements and features of researchers who will be studied in order to find conclusions (Sugiyono, 2016). Meanwhile, the population in this study of Shopee Indonesia social commerce users in September 2023 was 237,000,000, (databoks.katadata.co.id).

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$$n = \frac{N}{1 + Ne^2}$$

Information

n = Sample size

N = Number of population

e = Percentage of errors that can be tolerated according to statistics (10%).

The total population in this study was recorded as 237,000,000 Shopee Indonesia social commerce users in September 2023, so a sample of:

$$n = \frac{237.000.000}{1 + 237.000.000 (0.1)^2}$$

$$n = 99.95 \approx \mathbf{100}$$

Based on the results of these calculations, the number of samples in this study was 100 respondents.

### *Sampling technique*

The sampling technique for this research used a non-probability sampling technique via a purposive sampling method with criteria determined by the researcher, namely as follows:

1. Active or have ever shopped at social commerce Shopee Indonesia
2. Active user of Shopee Indonesia social commerce for more than 1 year
3. Actively interact (recommendations, rates and reviews and forums) on Shopee Indonesia.



### ***Data collection technique***

This research uses data collection techniques in the form of questionnaires. The questionnaire contains questions provided and distributed by researchers to be answered by each respondent. The Likert scale will be used by researchers as a measuring scale. The Likert scale is used to assess a person's feelings, views and perceptions regarding various events, where each question is given 5 answer choices that respondents must choose starting from Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2 and Strongly Disagree (STS) with a score of 1, (Sugiyono, 2016).

### ***Data analysis method***

The data analysis method that the author uses in this research uses quantitative analysis. The quantitative analysis method is a method in the form of information or explanation expressed in numbers or the form of figures, starting from data collection, interpreting data results, and displaying the results of processed data, (Sugiyono, 2016). Data analysis techniques in quantitative research use statistics with the help of SPSS version 25. In this research, this research uses hypothesis testing with the t-test as a tool to find out whether the independent variable has an effect or no effect on the dependent variable.

### ***Data Analysis Tools***

#### **1. Instrument Test**

##### **a. Uji Validitas**

Validity testing is a stage of data analysis which aims to check whether the measuring instrument has carried out its measurement function (Ghozali, 2013).

##### **b. Reliability Test**

The reliability test is the relationship between the accuracy of the instrument in the measurement to be measured and how accurate it is if research and re-measurement are carried out, the variable is declared reliable with the criteria provisions, namely the Cronbach Alpha value  $> 0.06$ , so it can be said that the data results are reliable (Ghozali, 2013).

#### **2. Hypothesis Testing**

##### **a. R<sup>2</sup> Test (Coefficient of Determination)**

The coefficient of determination (Adjust R<sup>2</sup>) is a test that determines how well the model explains changes in the dependent variable. Where the modified R<sup>2</sup> value is between 0 and 1, (Ghozali, 2013).

**b. T test**

The purpose of partial hypothesis testing, which is often called the t-test, is to see whether each independent variable (X) influences the dependent variable (Y), (Ghozali, 2013).

**RESULTS**

**Validity and Reliability Test Results**

*1. Validity test*

The results of validity testing using the test criteria for this test are if count < table, then it is invalid, and if count > table, then it is valid. The following are the results of the validity test:

Table 1 Validity Test Results for Variables X and Y

<b>Instrumen</b>	<b>r<sub>hitung</sub></b>	<b>r<sub>tabel</sub> N = 100</b>	<b>Kondisi</b>	<b>Keterangan</b>
<b>Variabel Social Commerce Construct (X)</b>				
Instrumen 1	0.405	0.195	0.405 > 0.195	Valid
Instrumen 2	0.735	0.195	0.735 > 0.195	Valid
Instrumen 3	0.733	0.195	0.733 > 0.195	Valid
Instrumen 4	0.769	0.195	0.769 > 0.195	Valid
Instrumen 5	0.789	0.195	0.789 > 0.195	Valid
Instrumen 6	0.758	0.195	0.758 > 0.195	Valid
Instrumen 7	0.837	0.195	0.837 > 0.195	Valid
<b>Variabel Kepercayaan Konsumen (Y1)</b>				
Instrumen 1	0.590	0.195	0.590 > 0.195	Valid
Instrumen 2	0.637	0.195	0.637 > 0.195	Valid
Instrumen 3	0.727	0.195	0.727 > 0.195	Valid
Instrumen 4	0.639	0.195	0.639 > 0.195	Valid
Instrumen 5	0.730	0.195	0.730 > 0.195	Valid
Instrumen 6	0.581	0.195	0.581 > 0.195	Valid
<b>Variabel Niat Beli (Y2)</b>				
Instrumen 1	0.523	0.195	0.523 > 0.195	Valid
Instrumen 2	0.687	0.195	0.687 >	Valid

Instrumen	r <sub>hitung</sub>	r <sub>tabel N = 100</sub>	Kondisi	Keterangan
			0.195	
Instrumen 3	0.704	0.195	0.704 > 0.195	Valid
Instrumen 4	0.749	0.195	0.749 > 0.195	Valid
Instrumen 5	0.664	0.195	0.664 > 0.195	Valid
Instrumen 6	0.810	0.195	0.810 > 0.195	Valid
Instrumen 7	0.586	0.195	0.586 > 0.195	Valid

Source: Data Primer Tahun 2024

Based on the results of the item validity test on the social commerce construct variable (X), consumer trust variable (Y1), and purchase intention variable (Y2), all items were declared valid because they had a corrected item-total correlation value > 0.195.

## 2. Reliability test

Based on the results of data processing, the r<sub>11</sub> coefficient value is obtained as shown in the table below:

Tabel 2 Reliability Statistics

Variabel	Cronbach's Alpha	N of Items
Social Commerce Construct (X)	0.903	7
Kepercayaan Konsumen (Y1)	0.858	6
Niat Beli (Y2)	0.884	7

Sumber: Data Primer Tahun 2024

Based on the reliability test of the questionnaire on the social commerce construct variable (X), consumer trust variable (Y1), and purchase intention variable (Y2), it shows that all variable instruments in this research are reliable (consistent) because the Cronbach Alpha value is > 0.60.

## Hypothesis testing

### 1. Test *R*<sup>2</sup> (Coefficient of Determination)

Berikut ini adalah hasil dari uji Koefisien Determinasi (*R*<sup>2</sup>):

Tabel 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 <sup>a</sup>	.968	.967	.90181

a. Predictors: (Constant), NB, KK

Based on the table above, it explains the amount of consumer trust and purchase intention at Shopee Indonesia which is influenced by the independent variables. In the results above, the Coefficient of Determination (R Square) is 0.968, meaning that the social commerce construct has an influence of 96.8% on consumer trust and purchase intent at Shopee Indonesia. Meanwhile, the remaining 3.2% of consumer confidence and purchase intentions at Shopee Indonesia are influenced by factors other than the independent variables currently being researched.

2. *T test*

The following are the results of the t-statistical test calculations:

Tabel 6 Uji t-Statistik

No.	Variabel	T <sub>hitung</sub>	T <sub>tabel</sub>	Sig	Kesimpulan
1	Social Commerce Construct → Kepercayaan Konsumen	23.601	1.660	0.000	Ada pengaruh positif dengan signifikan
2	Social Commerce Construct → Niat Beli	47.858	1.660	0.000	Ada pengaruh positif dengan signifikan

Source: Hasil Olah Data Menggunakan SPSS, 2023

Based on the table above, it can be seen that:

- a. The t\_(count) social commerce construct value is 23,601, while the t\_table value is 1,660 and the significance value (sig t) is 0.000 < 0.05, so the social commerce construct variable partially has a positive and significant effect on consumer trust in Shopee Indonesia, thus hypothesis H1 is supported
- b. The social commerce construct t\_(count) value is 47,858, while the t\_table value is 1,660 and the significance value (sig t) is 0.000 < 0.05, so the social commerce construct variable partially has a significant positive effect on purchase intention at Shopee Indonesia, thus hypothesis H2 is supported.

**DISCUSSION**

*The Influence of Social Commerce Construct on Consumer Trust in Shopee Indonesia*

The results of the hypothesis test show that the social commerce construct has a significant positive effect on consumer trust in Shopee Indonesia, as seen from the social commerce construct t\_(count) value of 23,601, while the t\_table value is 1,660 and the significance value (sig t) is 0.000 < 0.05. This means that the higher the social commerce construct, the more consumer trust in Shopee Indonesia will increase. These results show that v builds positive relationships through social commerce construct policies that have been implemented well, this is supported by the overall characteristics of respondents who stated that they had made online purchases at Shopee Indonesia and the majority of respondents' intensity of making online purchases more than once at Shopee Indonesia , this states that respondents give confidence to social commerce construct indicators which include recommendations, rates and reviews and Forums. Respondents' positive assessment of online consumer social interactions

can have a strong influence in making consumers increasingly trust Shopee Indonesia.

The research results show that there is an influence that social commerce constructs based on indicators which include recommendations, rates reviews, and forums have on consumer trust. After respondents received information in the form of recommendations provided by Shopee Indonesia, product reviews on Shopee Indonesia, ratings on Shopee Indonesia, and Forums on Shopee Indonesia gave a positive impression on consumer trust with many answers from the questionnaire results stating that the majority of respondents agreed that social commerce constructs had an influence. which is significant for consumer confidence.

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### *The Influence of Social Commerce Construct on Purchase Intentions at Shopee Indonesia*

The results of the hypothesis test show that the social commerce construct has a significant positive effect on purchase intentions at Shopee Indonesia, as seen from the social commerce construct  $t_{(count)}$  value of 47,858 while the  $t_{table}$  value is 1,660 and the significance value (sig t) is  $0.000 < 0.05$ . This means that the higher the social commerce construct value, the greater the purchase intention at Shopee Indonesia. The existence of an influence shows that the social commerce construct implemented by Shopee Indonesia can influence respondents' desire to make online purchases at Shopee Indonesia. Respondents gave a positive assessment of the information they obtained regarding recommendations, rates reviews, and forums, thus influencing consumer purchasing intentions. This is supported by the characteristics of the intensity of online purchases of respondents at Shopee Indonesia, where the majority make purchases more than once, along with the possibility that the majority of respondents in the age range of 19-24 years have a high interest in reading recommendations, ratings and reviews so that respondents have a positive impression of The social commerce construct policy that has been implemented by T Shopee Indonesia can have an impact on respondents' intentions to make online purchases at Shopee Indonesia.

Apart from that, there is the influence of social commerce constructs based on indicators which include consumer attitudes and online purchasing intentions on purchasing intentions. After respondents received information in the form of consumer attitudes and online purchasing intentions, they gave a positive impression of purchasing intentions with many answers from the questionnaire

results stating that the majority of respondents agreed that the social commerce construct had a significant influence on consumer purchasing intentions.

Belu's intention according to Swastha (2018) is to identify all possible options to solve the problem and systematically and objectively assess the options and the targets that determine the advantages and disadvantages of each. According to Keller (2013), consumer interest is how consumers are most likely to buy a brand or how likely consumers are to switch from one brand to another. According to Kotler (2015), purchase intentions are placed in the alternative evaluation stage in the buyer's decision-making process.

According to Assael (2015), purchase intention is a behavior that exists as a response to an object that shows the consumer's desire to make a purchase. Another opinion states that purchase intention is defined as the behavior of consumers who have the desire to buy and then take action related to purchasing a product (Schiffman and Kanuk, 2017). Peter and Olson (2020) stated that two things can influence a consumer from initially being interested, and then deciding to buy. First, it comes from consumers' memories of the product, where starting from the consumer's needs and desires, then remembering an interesting product, this can activate purchasing decisions. Second, by utilizing integration when making decisions such as personal sales and promotions, it is hoped that it can influence consumers' desire to buy products.

This research is in line with research conducted by Hajli (2015) which has shown that there is a significant relationship between social commerce construct and purchase intention from current consumer involvement. Based on the research that has been conducted, it is known that Social Commerce Construct can increase Shopee Indonesia customers' purchasing intentions. So it can be concluded that every policy implemented to improve the quality of Shopee Indonesia has a positive impact on increasing customer intentions, and vice versa.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research was conducted to see the influence of the social commerce construct on consumer trust and purchase intentions at Shopee Indonesia so that it can be concluded that the social commerce construct has a significant positive effect on consumer trust in Shopee Indonesia, as seen from the social commerce construct  $t_{(count)}$  value of 23,601 while the  $t_{table}$  value is 1,660 and the significance value (sig  $t$ ) is  $0.000 < 0.05$ , while the social commerce construct has a positive and significant effect on purchase intentions at Shopee Indonesia, as can be seen from the social commerce construct  $t_{(count)}$  value of 47,858 while the  $t_{table}$  value is 1,660 and the significance value (sig  $t$ ) of  $0.000 < 0.05$ .

## **FURTHER STUDY**

Based on the results of the research above, researchers can provide the following suggestions: first, there needs to be information dissemination regarding forums on Shopee Indonesia, so that every forum on Shopee Indonesia can be more trusted and influence online product choices which will later help consumers consider buying these goods. or not. Second, for future

researchers, increasing the number of samples, sample characteristics, and distributing questionnaires must be considered considering that this research only focuses on consumers who have Shopee Indonesia accounts.

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