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The Relationship Between Social Commerce Design Models on Shopee Users' Purchase Decisions

Jonathan Weiyn Rumende[1], Lamhot Henry Pasaribu[2]

[1,2]Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan

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E-mail:
01619190086@student.uph.edu

A B S T R A C T

The rapid advancement of information technology in today's digital era has made the shopping axis undergo many changes in its development. Shopping online through social commerce is a new trend as the development of technology and the current market. Social commerce is a new online shopping platform, which allows shoppers to make transactions and purchases directly from an e-commerce portal through their handsets along with social interactions such as on social media. The purpose of this study is to find out the differences between the determinants of social commerce designs in relation to purchasing decisions by users of these social commerce tools. This study uses an empirical test that begins with a literature study and a questionnaire. Questionnaires were distributed to social commerce users, in this case Shopee. The data that has been collected in quantitative form is then processed with the help of the SPSS application. The data will begin to be processed by testing the validity and reliability, and regression. The results of this study produce factors that need to be considered and considered to develop a social commerce-based business that is needed by Indonesian businesses and businesses.

1.   Introduction

The rapid advancement of technology, one of which is from the internet side, has affected all aspects of life including the business world. One of them is shopping online. Online shopping is one of the new habits that was born in this day and age. Previously, people could only shop by going to the market. , malls or other shopping centers, nowadays people are faced with a new system, namely shopping online using only smartphones, computers and laptops. This is certainly believed to be able to increase the level of effectiveness and efficiency in shopping.

The role of technology and its rapid growth makes internet users increase every year because people have been spoiled with the many platforms that can be used to shop online, which we usually call electronic commerce, or what we usually call e-commerce. The development of social media has also created a new paradigm, namely social commerce. Social commerce has been formed from the ability of social media to become a forum for buyers and sellers to interact. Along with the development of the era, e-commerce is increasingly maximizing the use of the internet as a form of communication with their consumers. . On the other hand, social commerce is more involved by utilizing the features found in social media (Examples: Facebook, Instagram,

Constantinides (2008) in his research found that the growth of social commerce every year has increased by 43%, and there are 88% of business people planning to adopt social commerce in their industry. This proves that many businesses believe in the ability of social commerce. The research gap that will be examined is, first, according to research (TouchPoint, 2014), based on a survey conducted on 97 online companies from small to large scale showing that as many as 52% of these companies admit that the impact of social commerce on their sales is only less than 5 percent. % while the budget spent to implement social commerce in their company is also not cheap. Second, in the Indonesian market itself,

Companies today tend to learn and find out in utilizing effective social networks for companies (Zhou, Zhang, & Zimmermann, 2013). However, it turns out that companies also pay less attention to external factors, especially studying consumers about what they really want from a social commerce so that they are comfortable in the shopping process. It may be that the consumer's purchase interest is not due to comments and word of mouth that encourage them to make a purchase, but in fact it is found that compared to using social commerce, consumers tend to use e-commerce more for transactions (Bansal & Chen, 2011).

When referring to DeLone and McLean (2004), there are 6 dimensions to measure the success of an e-commerce. These are: 1) system quality, 2) information quality, 3) service quality, 4) usage, 5) user satisfaction, and 6) benefits. These six dimensions can be used as a benchmark whether consumers are comfortable shopping. Because both in terms of e-commerce and in terms of social commerce, both of them see that the determinants of success are strongly influenced by customer factors. However, there are several additional variables to be able to see further regarding the consideration of purchasing decisions. by consumers in Social Commerce. According to Huang and Beyouncef (2013), this is because many researchers have conducted research but still use the principles of e-commerce. While e-commerce and social commerce are different.

In practice, there have been many studies discussing how the concept and impact of social commerce can affect consumer intensity and satisfaction, but not many have suggested design strategies. According to Jung (2014), the design of a social commerce platform is very critical in seeing and measuring the achievements of a social commerce. In addition, according to Huang and Beyouncef (2013), there are many studies that still use aspects of e-commerce design but are aimed at researching social commerce, even though there are aspects of e-commerce design which certainly have differences with social commerce.

2.   Research methods

The current research is more focused on testing the hypothesis. This hypothesis testing research is expected to find out the relationship between entities or individual feature variables, conversation features, community features, commerce features, information quality, system quality, service quality, usage, benefits, user satisfaction with purchasing decisions whether it has a correlational or causal relationship. (Suliyanto 2006:67).

The population is the entire collection of people who have events or matters of interest to be studied (Ghozali, 2013). The population used in this paper is the total internet users in the province of DKI Jakarta, Indonesia. The sample is part of the population with certain characteristics or conditions regarding the matter to be studied (Riduwan, 2013). The sampling method in this study itself is simple random sampling with an infinite population. The sample of the study was carried out by calculating based on the representative population in DKI Jakarta, namely 8.3 million internet users or 11.5% so it was found that the number of samples to be used was of 157 participants with the subjects in this study being consumers of social commerce users Instagram and Shopee.

The data collection method itself is carried out in several ways, the first is a questionnaire. The measurement scale used is using a Likert scale with a scale range of 1 to 5, where 1 indicates strongly disagree and 5 indicates strongly agree. The second is done using electronic questionnaires and the third is face-to-face. The data analysis method used in this study uses multiple linear regression analysis by looking at the significance value.

### 2.1   Theoretical Thinking Framework and Hypothesis Formulation

According to Wang and Zhang (2012) studied the evolution of social commerce from the beginning to 2012. They also compared social commerce with e-commerce. Then Hajli (2012) formulated all the concepts and characteristics of social commerce into the model he made to measure the characteristics of social commerce on the level of user trust.

The model made by Hajli (2012) includes the influence between rating and review, forums, communities, recommendations and referrals on trust. The characteristics of social commerce tend to be social activities in the form of ratings, reviews, communities, and forums, while trust is the most important aspect of measuring such social activities.

Research on user trust has also been carried out by Kim and Noh (2012), which measures the characteristics of social commerce, which also takes variables in the form of reputation, company size, information quality, and communication on user trust. In addition to user trust, Alshibly (2014) conducted a study that measured the level of user satisfaction in terms of the quality of information and the quality of the system was the most influencing factor for the satisfaction of social commerce users.

According to Huang and Beyoucef (2013), empirical testing and development of the most appropriate social commerce to make customers believe and want to buy a product is still rarely done. Based on the explanation of the problem formulation and the theory presented above, including the results of previous research, a hypothesis will be proposed for 10 variables, namely system quality, information quality, service quality, usage, user quality, benefits, individuals, conversations, communities, commerce on purchasing decisions made. will provide a strong relationship so that it will have a significant effect on purchasing decisions.

Hypothesis: Variable (X) has a significant effect on purchasing decisions.
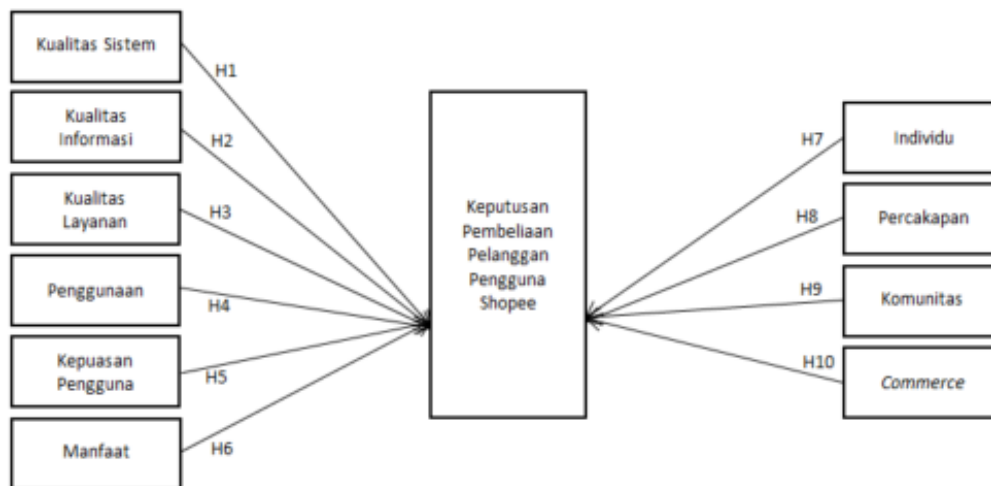
Fig 1. Shopee's Social Commerce Research Model

3.   Results and Discussion

3.1   Description of Research Sample

Based on the results of the research test, it shows that the correspondents in this study are those who have the same experience with social commerce, Instagram and Shopee, with a total of 431 respondents, consisting of 266 men and 165 women. The age group of 21-35 years was the most dominant with a total of 357 people from the total respondents while as many as 290 respondents spent an average cost of < Rp. 500,000 per month for shopping on social commerce and the number of transactions 1-3x per month is the highest with 302 correspondents.

3.2 Outer Model (Validity and Reliability)

a. Validity test

Items in each variable can be said to be valid if the item has a p-value (Sig.) < 0.05 (α) or a calculated r value > the value of r table. In this study, it shows that all data have a Sig value. ranged from 0.000 <0.05 with a correlation coefficient (rcount) of 0.284 to 1.000>r table (0.098 at = 5%). It can be concluded that all items are declared valid to be used as a variable measuring tool.

b. Reliability Test

An item is said to be reliable if it has a Cronbach's Alpha value > 0.6. This study shows that all data have Cronbach's Alpha if items deleted > 0.6 with values ranging from 0.656 to 0.919. It can be concluded that all items are said to be reliable so that the respondents' answers are consistent and reliable.

3.3 Hypothesis test

Based on the hypothesis test conducted with the calculated t value and the significant level contained in the regression weights as a condition for the accepted hypothesis, it takes a P value > 0.05 and a t value < t table value (t (0.05.73) = 1.993). Shopee's hypothesis test results are shown as follows.

Table 1.

Shopee Data Regression Results

	Original Sample (O)	SE	T Statistics ($|O/STDEV|$)	P Values
Commerce -> Purchase Decision	0.503	0.052	10,105	0.007
Individual -> Purchase Decision	0.727	0.064	11,314	0.000
User Satisfaction -> Purchase Decision	0.554	0.029	4,834	0.017
Community -> Purchase Decision	0.498	0.079	6,273	0.000
Information Quality -> Purchase Decision	0.645	0.027	5,697	0.021
Service Quality -> Purchase Decision	0.342	0.037	3,317	0.001
System Quality -> Purchase Decision	0.477	0.025	3,267	0.009
Benefits -> Purchase Decision	0.525	0.039	9,031	0.000
Usage -> Purchase Decision	0.419	0.027	7,709	0.000
Conversation -> Purchase Decision	0.113	0.036	3,153	0.002

Source: Processed primary data, 2021

H1: System Quality Variable Regression Results on Purchase Decision Variables

The P value is 0.009 <0.05 and the t-count value is 3.267 > the t-table value (1.967) then H1 is accepted. This means that there is a significant effect of System Quality (X1) on Purchase Decisions. This explains that if the value of the quality of the system is higher, the purchasing decision will be higher or higher.

H2: Results of Regression of Information Quality Variables on Purchase Decision Variables

Obtained a P value of 0.021 <0.05 and a t-count value of 5.697 > the t-table value (1.967) then H1 is accepted. This means that there is a significant effect of Information Quality (X2) on Purchase Decisions. This explains that if the value of information quality is higher, the purchase decision will be higher or higher.

H3: Regression Results of Service Quality Variables on Purchase Decision Variables

Obtained a P value of 0.001 <0.05 and a t-count value of 3.317 > the t-table value (1.967) then H1 is accepted. This means that there is a significant effect of Service Quality (X3) on Purchase Decisions. This explains that if the value of service quality is higher, the purchase decision will be higher or higher.

H4: Regression Results of Use Variables on Purchase Decision Variables

The P value is 0.000 <0.05 and the t-count value is 7.709 > the t-table value (1.967) then H1 is accepted. This means that there is a significant effect of Use (X4) on Purchase Decisions. This explains that if the use value is higher, the purchase decision will be higher or higher.

H5: User Satisfaction Variable Regression Results on Purchase Decision Variables

The P value is 0.000 < 0.05 and the t value is 4.834 > the t table value (1.967) then H1 is accepted. This means that there is a significant effect of User Satisfaction (X5) on Purchase Decisions. This explains that if the value of user satisfaction is higher, the purchase decision will also be higher or increase.

H6: Regression Results of Benefit Variables on Purchase Decision Variables

The P value is 0.000 < 0.05 and the t value is 9.031 > the t table value (1.967) then H1 is accepted. This means that there is a significant effect of Benefits (X6) on Purchase Decisions. This explains that if the value of the benefits is higher, the purchase decision will be higher or higher.

H7: Individual Variable Regression Results on Purchase Decision Variables

The P value is 0.000 <0.05 and the t-count value is 11.314 > the t-table value (1.967) then H1 is accepted. This means that there is a significant influence of Individuals (X7) on Purchase Decisions. This explains that if the individual's value is higher, the purchasing decision will be higher or higher.

H8: Conversational Variable Regression Results on Purchase Decision Variables

The P value is 0.000 <0.05 and the t-count value is 3.153 > the t-table value (1.967) then H1 is accepted. This means that there is a significant effect of Conversation (X8) on the Purchase Decision. This explains that if the value of the conversation is higher, the purchase decision will be higher or higher.

H9: Community Variable Regression Results on Purchase Decision Variables

The P value is 0.000 <0.05 and the t-count value is 6.273 > the t-table value (1.967) then H1 is accepted. This means that there is a significant influence of the Community (X9) on the Purchase Decision. This explains that if the value of the community is higher, the purchasing decision will be higher or higher.

H10: Commerce Variable Regression Results on Purchase Decision Variables

The P value is 0.007 <0.05 and the t-count value is 10.105 > the t-table value (1.967) then H1 is accepted. This means that there is a significant influence of Commerce (X10) on Purchase Decisions. This explains that if the value of commerce is higher, the purchasing decision will be higher or higher.

3.4   Discussion of Research Results

The multiple linear regression equation in this model is:

$Y = 0.477X1 + 0.645X2 + 0.342X3 + 0.419X4 + 0.554X5 + 0.525X6 + 0.727X7 + 0.113X8 + 0.498X9 + 0.503X10$

Based on the above equation above, the path regression results that have been explained can be seen that of the 10 independent variables used in this research model on the Shopee platform, namely system quality, information quality, service quality, usage, user satisfaction, benefits, individuals, conversations, communities, and commerce, all of which are able to have a significant influence on Purchase Decisions, and we can interpret that Locus of Control has increased by 0.477 if System Quality increased by 1 unit, Locus of Control increased by 0.645 if Information Quality increased by 1 unit, Locus of Control increased by 0.342 if Quality Service increases by 1 unit, Locus of Control increases by 0.419 if Usage increases by 1 unit, Locus of Control increases by 0.554 if User Satisfaction increases by 1 unit,Locus of Control increases by 0.525 if Benefits increase by 1 unit, Locus of Control increases by 0.727 if Individual increases by 1 unit, Locus of Control increases by 0.113 if Conversation increases by 1 unit, Locus of Control increases by 0.498 if Community increases by 1 unit, and Locus of Control increases by 1 unit of Control increased by 0.503 if Commerce increased by 1 unit.

The Most Dominant Influential Variable based on the results of the path coefficient test above is the Individual variable (X7) because it has a P Value of 0.000 with the highest Original Sample value away from zero, namely 0.727.

Table 2
Coefficient of Determination

	R Square	R Square Adjusted
Buying decision	0.88	0.876

Based on the table above, the R Square Adjusted value is 0.876, which means that all independent variables (X1, X2, X3, X4, X5, X6, X7, X8, X9, and X10) have an effect of 87.6% on the Purchase Decision variable and the rest 12.4% is influenced by other variables outside of this study.

4.   Conclusion

Based on the results of data processing resulting from the analysis that has been carried out in this study on 10 variables, namely system quality, information quality, service quality, usage, user quality, benefits, individuals, conversations, communities and commerce, the following conclusions can be drawn:

a.   Through the results obtained, it can be seen that the design principle factors that influence consumer purchasing decisions on Shopee social commerce are system quality factors, information quality, service quality, usage, user satisfaction, benefits, individuals, conversations, communities and commerce.

b.   In social commerce, it can be seen that the dominating factors are the features of information quality, service quality, usage, user satisfaction, individual, conversation, community and commerce. Therefore, in the future, it will be better if the investment is focused on these dominant factors for business benefits.

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