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The Determinants of Purchase Intention in Social Commerce

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Abstract
Research aims: The research aims to determine the determinants of purchase intention in social commerce.
Design/Methodology/Approach: The population of this study was online shoppers. Questionnaires were distributed in Google Forms through various platforms. The sampling technique employed purposive sampling by drawing samples from 372 respondents. The data had been confirmed for their reliability and validity. The data analysis methods utilized were both quantitative and descriptive. Then, Structural Equation Modeling (SEM) was used for quantitative analysis.
Research findings: The research uncovered that trust, attitude, and perceived usefulness significantly affected purchase intention. Then, the trust had a significant effect on attitude. Perceived ease of use also significantly affected subjective norms and perceived usefulness. However, this study highlights that subjective norms and alternative evaluations did not affect purchase intention.
Theoretical contribution/Originality: This research enriches the reading of researchers on related subjects. Another contribution is that this research demonstrates that strengthening trust, attitude, and perceived usefulness in social commerce will increase purchase intention.
Practitioner/Policy implication: This research will help other researchers, managers, investors, and government consider how social commerce opportunities can drive customer purchase intention.
Research limitation/Implication: Since this research only discussed social media popular today, further research can discuss other developing social media. In addition, this study only discussed several variables affecting purchase intention. Hence, subsequent research can explain the role of artificial intelligence in encouraging purchase intention in social commerce.
Keywords: Purchase Intention; Technology Acceptance Model; Attitude; Trust; Subjective Norms; Alternative Evaluation

Introduction

The development of social media has continued to evolve over the last two decades (Arifin, 2022). According to a report in Smart Insight from the UK, it was noted that 4.6 billion people in the world, more than part of the world's population (58.4%), were already using social media in early 2022. Data also reveal that social media users are currently 3.1 times higher and have grown by 12% over the last ten years.

This fast development was additionally brought about by the execution of the lockdown in 2020 because of the COVID-19 pandemic that hit different areas of the world. This fact indicates the potential for the overall reach of

social media to offer many interesting things in terms of trends and business (DataReportal, 2022).

The leading platforms in social media are Facebook, Instagram, and Twitter (Appel et al., 2019). Instagram is one of the fastest-growing social media platforms, especially among the younger population (Jiang & Ngien, 2020). Looking at other platforms, at the beginning of 2022, Facebook had 129.9 million users, equivalent to 46.8% of the total population in Indonesia (Nuryama, 2022). Furthermore, apart from these two platforms, there has recently been an increase in the use of TikTok, a global video content-sharing platform that anyone can join regardless of age or anything else (Ortega-Martínez et al., 2021). In early 2022, TikTok had 1 billion active users worldwide (Geyser, 2022).

The widespread use of social media drives businesses to innovate and use platforms to reach customer requests. However, many studies have focused on electronic commerce (e-commerce), an online business platform, not a social media platform. Furthermore, not many studies have analyzed the use of social media as a sales channel (Djafarova & Bowes, 2021). Meanwhile, social media is involved practically constantly people at this time. Social media changes customer behavior and is considered a shortcut to meet supply and demand. It is because business actors in this social media can directly meet with end users and sell their products more efficiently and on target. From that statement, business transactions on social media are called social commerce. From Figure 1, business actors can inevitably use social media to attract new customers. Therefore, business actors, especially in Indonesia, must be able to adapt to start leaving traditional businesses toward new business competition in the digital world. Moreover, according to several studies, the social commerce industry is expected to grow steadily, with a CAGR of 47.9% from 2022 to 2028 (Globe Newswire, 2022).
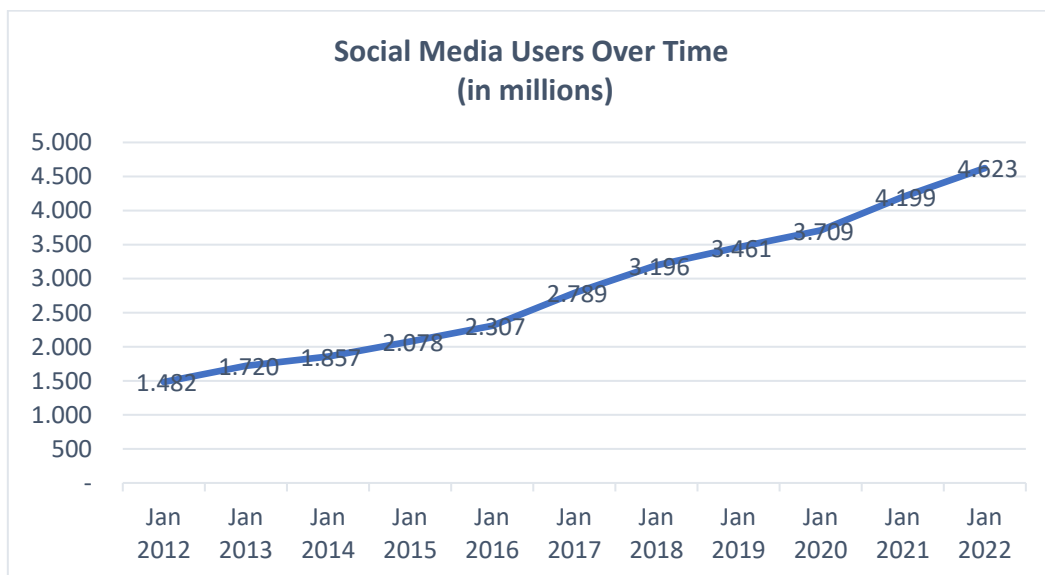

Figure 1 Social Media Users Over Time (In Millions)
Source: www.datareportal.com

Previous research in the context of social commerce has explored how factors and characteristics affected customers in participating in social commerce (Maia et al., 2018), the influence of social commerce on consumer behavior (Hettiarachchi et al., 2018), and other researchers analyzed the effect of e-WOM social media types on purchase intention in social commerce (Yang, 2022). The research findings attract marketers to maximize the business conducted in social commerce, especially in increasing customer purchase intention in social commerce. However, marketers realize that online commerce provides doubts and uncertainties to customers, so it is necessary to investigate further the essential factors to increase customer purchase intentions in social commerce based on a review of existing literature.

Some factors influencing customer purchase intention include trust (Athapaththu & Kulathunga, 2018), attitude (Cho & Son, 2019), and alternative evaluation (Herzallah et al., 2022), while some other studies explored the effect of using social media features, such as perceived usefulness (Oloveze et al., 2021) and perceived ease of use (Herzallah et al., 2022). Furthermore, online purchase intention and its continuation also depend on customer attitudes influenced by subjective norms of social and media roles (Howladar et al., 2012). However, only a few studies discussed the factors influencing customer purchase intentions in social commerce in Indonesia.

To close these research gaps, this study examined the factors influencing customer purchase intention in social commerce, especially in Indonesia. This research is considered to be contributing in several ways. First, social media is currently used by small and micro-business actors to offer products and services on their social media pages. Second, this study provides information on the influence of trust, attitude, ease of use, usefulness, subjective norms, and alternative evaluation on purchase intentions in social commerce, which will be helpful for readers. Finally, this study's results can be considered for business investment to be carried out in Indonesia.

Literature Review and Hypotheses Development

Technology Acceptance Model

TAM (Technology Acceptance Model) was first proposed by Davis (1989), which modifies Fishbein and Ajzen's Theory of Reasoned Action (TRA) to depict human behavior utilizing computer technology advancement (1975). TAM is the most reliable underlying idea for gauging customer attitudes toward online purchases of goods and services (Koththagoda & Herath, 2018). Two key factors can influence the intention to undertake anything. It refers to perceived usefulness and perceived ease of use. The degree to which a person thinks employing a specific system would improve their performance at work is known as perceived usefulness (Davis, 1989). Nevertheless, perceived ease of use is "the degree to which a person believes that using a specific technology would be devoid of effort" (Davis, 1989).

While it is probable that users may find the technology useful, they may also find its use to be challenging. In other words, the technology's performance advantages offset the adoption costs (Davis, 1989). Perceived ease of use was theorized to influence perceived usefulness directly (Davis, 1989). These two elements are crucial and can account for 40% of the diversity in a person's intention to act (Mousa et al., 2021)**.** These theoretical foundations suggested that if certain technologies are simple, people may be interested in utilizing them (including online buying). In contrast, people may not see their value if the technologies are complex, challenging to use, or difficult to understand. The individuals' perceived ease of use and perceived usefulness of certain technologies were found to have a positive and significant effect on their intention (Joo & Sang, 2013).

Theory of Planned Behavior

Ajzen (1975) initially proposed the notion of planned behavior; this hypothesis explains how people behave. According to this theory, attitudes, subjective norms, and behavioral control are three critical elements in the development of human behavior. The first cognition, attitudes toward buying behavior, refers to the person's views and assessment of the behavior's effects or the degree to which a person has a favorable or unfavorable judgment of a particular behavior (Ajzen, 1991). Then, subjective norms denote the individual's perception of social pressure (e.g., family, friends, or colleagues) to have a purchase behavior and the motivation to comply with such pressure (Ajzen, 1991). Last, perceived behavioral control (PBC) describes how an individual perceives how easy or difficult it is to engage in a behavior (Ajzen, 1991).

TPB (Theory of Planned Behavior) has been extensively used in studies examining how human behavior can be influenced. The target object, actions taken, context, and period are employed in this study's TPB to characterize behavior. Additionally, this theory contends that the relationship between the assessment component and behavioral intentions is direct (Sok et al., 2020). Hence, this study aims to determine how TPB can demonstrate that social commerce will stimulate purchase intentions based on arbitrary attitudes and customs prevalent in the customer area.

Social Commerce

A new form of electronic commerce known as "social commerce" (s-commerce) makes use of web-based social networking tools, social networks, and customer commitments to facilitate online buying and selling activities (Shen & Eder, 2011). Customers typically exhibit various decision-making behaviors when they want to buy a good or service, most of which are influenced by other people. As a result, social media gives users a forum for conversation and decision-making (Afrasiabi Rad & Benyoucef, 2011). In this scenario, customers can visit social media to get support for their planned online purchases and to learn more about online purchasing (Hajli, 2014). In addition, the consumer experience differs between an offline and online setting. People can converse with one another and form social connections offline.

Nevertheless, clients must have these relationships and sociability online (Athapaththu & Kulathunga, 2018). Social commerce may affect clients' social intelligence. People use social commerce tools like forums, communities, ratings, reviews, and recommendations to do this (Hajli, 2014). The use of social media in marketing strategies is now widely acknowledged by commercial organizations. Consequently, increasing a company's social media presence is advised to encourage customers to make purchases (Hettiarachchi et al., 2018). Busalim and Hussain (2016) noted that social commerce is a promising new field of study due to a new paradigm of conducting business utilizing social media. Social commerce's distinctive features make it possible to deepen consumer relationships, giving companies the desired economic boosts and marketing success.

Trust

For customers to behave positively and buy a product, trust is crucial. The positive credibility customers sense from online purchases is the definition of trust. According to Cheskin"s study (1999), in online shopping, consumers pass through three stages of trust. In the beginning, trust is built by maintaining control over personal data and data about search results. Securing the data's security, the second stage includes confirming trust. This step is crucial for connecting to the buying intention for extrinsic and intrinsic trusts. The maintenance of the security achieved marks the completion of the trust-building process. Customers are currently increasingly concerned with brand and search technology, which leads to intrinsic trust as a component of the purchase intention (Athapaththu & Kulathunga, 2018).

In this study, social commerce is expected to gain the trust of customers because trust in social commerce can encourage customers to make purchases online even though the process will be different from traditional transactions in general. It is upheld by research led by Dabbous et al. (2020), stating that trust decidedly affects purchase intention regarding s-commerce. This assertion is likewise reinforced by Sharma et al. (2017), who stated that trust in the Internet and trust in firms significantly influence consumers' trust and, ultimately, their intention to engage in social commerce. In line with research conducted by Saputra et al. (2021), the result asserted that trust positively and significantly affected purchase intention.

In light of the above discoveries, the accompanying speculation was proposed:

H_1: Trust positively impacts purchase intention in the context of social commerce.

Trust is a key indicator of a positive attitude toward buying behavior. In this way, trust in web-based exchanges can impact clients' mentalities to energize buying goals for their items or administrations (Bugshan & Attar, 2020). Thus, trust here is examined as a single-dimensional construct reflecting beliefs in an online community's competence, benevolence, and integrity. It is especially conspicuous in s-commerce because of more elevated levels of online vulnerability because of the restricted eye-to-eye business

experiences and the enormous volume of client-produced content (Featherman & Hajli, 2016)**.**

Trust is also a primary factor in shaping customers' attitudinal loyalty, according to Huang (2017). Further, several other studies have shown that online trust positively influences a customer's attitude toward online purchases; the positive attitude thus generated has a direct effect on his/her purchase intentions (Wang, 2003).

Focusing on the trust-attitude relationship, Casaló et al. (2011) discovered that trust influenced attitudes toward guidance from online travel communities. Similarly, (Ayeh et al., 2013) used TAM and trustworthiness to look at travelers' intent to utilize CGM. Findings indicated that attitude was significantly influenced by reliability. Moreover, Agag and El-Masry (2016) revealed a substantial relationship between attitudes toward the online travel community and trust in it. According to these researchers' findings (Jarvenpaa et al., 2006), customers' intention to purchase from an online merchant depends on how they feel about the website. This attitude is shaped by the vendor's ability to obtain the customer's trust.

Based on that, the following hypothesis was proposed:

H₂: Trust has a positive impact on attitudes toward social commerce.

Attitude

According to the conventional customer conduct hypothesis, a person's attitudes primarily influence their social aspirations (Fishbein & Ajzen, 1975). Also, as Davis (1989) suggested, the attitude partially mediates beliefs on intention. In this case, TAM and TPB demonstrate the importance of attitude in intention research and in shaping behavior.

According to TAM, users' attitudes toward using technology influence their behavior (Nyagadza, 2021). For instance, if a Facebook user "likes" a particular advertisement on a social media platform, the "like" sends them to a page on the site related to commercial activity, increasing their likelihood of making further purchases (Martínez-López et al., 2020). According to Suraworachet et al. (2012), people's expectations for purchases on Facebook were significantly influenced by their attitudes toward online purchases. Young adult customers contributed to approximately half of South Africa's online retail sales, according to Duh and Struwig (2015), reflecting their continuous preference for online shopping. Many studies have also discovered a connection between attitude and the desire to use technology (Güsken et al., 2019).

About s-commerce, customer commitment strongly affects consumers' attitudes toward the s-commerce phases, increasing their likelihood to continue purchasing there in the future. Prior research indicated that attitudes were related to intentions to utilize Airbnb, restaurant review websites, and social media restaurant reviews (Popy & Bappy, 2020; Salehi-Esfahani & Kang, 2019; Wang & Jeong, 2018). In addition, Nedra et al. (2019) concur

that views on social media positively predict intentions to use social commerce. Attitudes toward s-commerce sites also significantly affect behavioral intentions (Martínez-López et al., 2020).

Given the above, the following hypothesis was put forward:

H₃: *Attitude has a positive impact on purchase intention in social commerce.*

Perceived Ease of Use

Perceived ease of use is the extent to which clients accept a specific framework that is not difficult to utilize (Davis, 1989). When technology is used, users will learn the application until it can be mastered, although there are often potential obstacles to the products and services sold.

According to Davis (1989), perceived ease of use refers to how simple a system is to use, such as when utilizing the Internet to conduct business (Vijayasarathy, 2004). It is seen as crucial in research on the uptake of technology (Moore & Benbasat, 1991). Consumers anticipate no learning curves or usage complexity while shopping online. Other internet-based research includes m-banking and m-payment (Muñoz-Leiva et al., 2017) and m-payment (Liebana-Cabanillas et al., 2020a). Internet-based research has found it to strongly predict perceived usefulness and desire to use (Ramos-de-Luna et al., 2015) (Sharma et al., 2017). According to other studies, it is not a significant predictor of intention to use (Herzallah et al., 2022; Ooi & Tan, 2016).

When making purchases through s-commerce, numerous evaluations and suggestions from people regarding the use will impact the procedure for promoting purchase intention, particularly when clicking the purchase button because the button in s-commerce is still relatively new (Martínez-López et al., 2020). Thus, for those who love making purchases, the impact of factors that enhance or facilitate and complement this enjoyable activity will be more significant in their purchasing behavior (Kim & Kim, 2008; Rahman et al., 2018). In other words, for these people, enjoying the purchase will be more critical, so it will be necessary for the mobile purchase process to be simple and enjoyable. In contrast, the usefulness obtained from mobile buying compared to other shopping channels will be less relevant for these people. Therefore, they do not buy for practical reasons and will not be interested in improving their shopping performance. Because of this, the examination speculation was proposed as follows:

H₄: *The perceived ease of use of social commerce positively impacts subjective norms.*

Subjective Norms

The communities and media shape subjective norms, companions and partners, and a few supporting foundations, yet purchaser expectations for online buys are likewise decidedly

impacted by (1) risk management, (2) family support, (3) medium, and (4) social support (Howladar et al., 2012). Therefore, it is concluded that subjective norms influence customer intentions for online shopping.

Factors prompting the arrangement of more youthful clients' social expectations while shopping on the Internet recognize emotional standards as the essential factors anticipating their conduct for online shopping (Atilgan-Inan & Karaca, 2011).

Based on the statement above, it can be concluded that the research hypothesis is as follows:

H_5: *Subjective norms positively impact purchase intentions in social commerce.*

The perceived ease of use and perceived usefulness determine the technological progress to be used. It denotes that users can well receive the technology and will ensure the continuity of these technological advances; in this case, it corroborates with the theory presented by Davis (1989), explaining that perceived ease of use and perceived usefulness are essential indicators in determining the use of an innovative technology application. The increased perceived ease of use positively impacts perceived usefulness when shopping online (White Baker et al., 2019).

From this explanation, the following hypothesis was proposed:

H_6: *The perceived ease of use of social commerce positively impacts the platform's perceived usability.*

Perceived Usefulness

The social media platform must help reach an agreement between the seller and the buyer so that each party can receive the perceived usefulness well. A job or the facilitation of one's work is one indicator that the usefulness of a system has been felt (Nkoyi et al., 2019). Perceived usefulness positively affects the intention to use the s-commerce web for shopping (Sawitri & Giantri, 2020). In line with research conducted by (Abed, 2020), PU results positively impact purchase intention in s-commerce. By the findings above, the following is the research hypothesis:

H_7: *The perceived usefulness of social commerce positively impacts purchase intention on the platform.*

Alternative Evaluation

When shoppers pursue a purchase choice, there are six moves toward deciding a buying attitude (Blackwell et al., 2005). The six steps are as follows: (1) it is recognized that there

is a need; (2) the process of seeking information about the goods or services to be purchased; (3) evaluate alternatives before making a purchase; (4) purchase; (5) evaluation after purchase; and (6) divestment.

In theory, Blackwell et al. (2009) explained four derivative processes of alternative evaluation: (1) evaluative principles, (2) alternative options, (3) alternative assessment, and (4) application of decisions on alternatives.

Alternative evaluation and purchase intention have a positive relationship (Hettiarachchi et al., 2018). The same result occurred in a study by Herzallah et al. (2022). Social commerce provides alternative information needed for customer evaluation.

Therefore, the following hypothesis was proposed:

H_8: *Evaluation of alternatives positively impacts purchase intention in social commerce.*

Conceptual Framework

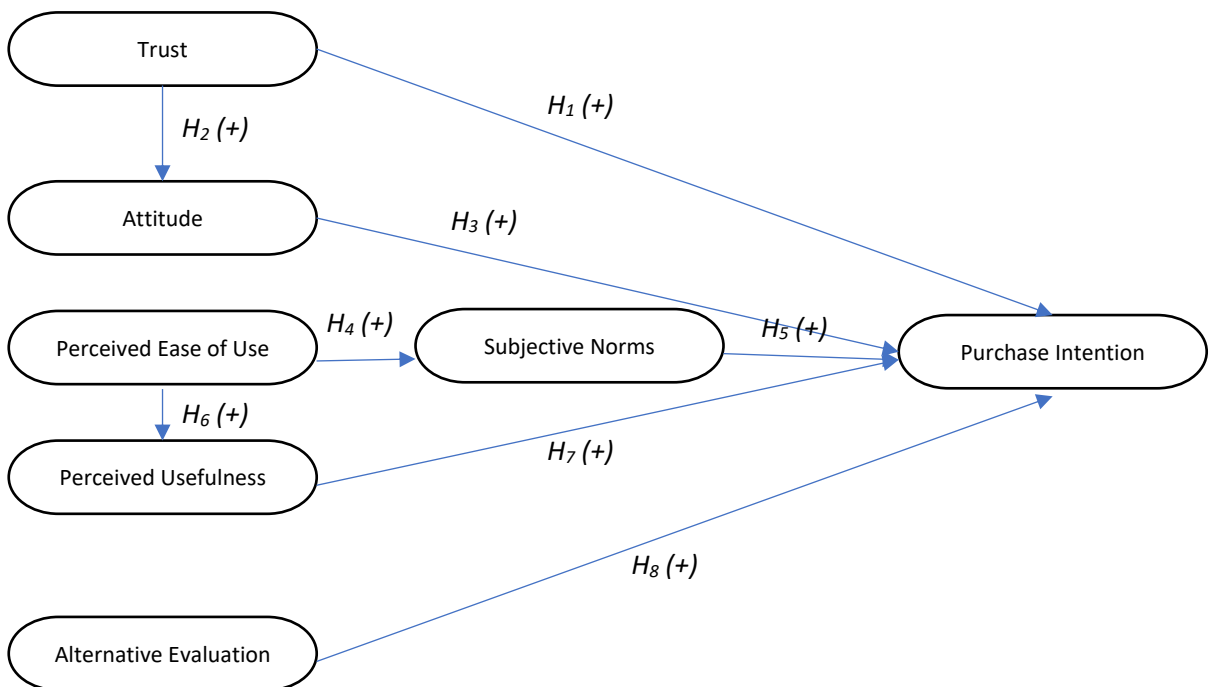Based on the literature review presented, the following conceptual framework was tested in this study.

Figure 2 Conceptual Framework

Research Methods

Sample and Data

The target population in this study was all online shoppers in Indonesia. Nonprobability sampling was used to collect data in this study due to the unknown size of the population. Non-probability sampling is taken if the number of respondents is huge and unaccounted for (Latan et al., 2020). Respondents were identified using a purposive sampling technique with the help of social media. This research was based on primary data collected from Google Forms surveys. The final sample consisted of 372 valid responses. The individual sociodemographic and economic characteristics are shown in Table 1.

Table 1 Respondents' sociodemographic and economy

Demographic Variable		Frequency	Percentage	Demographic Variable	Frequency	Percentage
Gender				Social Media Used (F=Facebook; I=Instagram; T=TikTok; Tw=Twitter; Y=YouTube)		
	Female	265	71%	F	2	1%
	Male	107	29%	F, I	15	4%
Age				F, I, T	15	4%
	12-25 years	164	44%	F, I, T, Tw	4	1%
	26-35 years old	181	49%	F, I, T, Y	27	7%
	36-45 years old	21	6%	F, I, T, Y, Tw	49	13%
	46-55 years old	6	2%	F, I, Tw	4	1%
	over 55 years old	0	0%	F, I, Y	16	4%
Education				F, I, Y, Tw	23	6%
	Postgraduate	28	8%	F, T, Y	1	0%
	Bachelor	237	64%	F, Y	2	1%
	Senior High School	89	24%	F, Y, Tw	1	0%
	Junior High School	4	1%	I	61	16%
	Other	14	4%	I, T	19	5%
Profession				I, T, Tw	8	2%
	Self-employed/ Entrepreneur	54	15%	I, T, Y	38	10%
	BUMN/ ASN/ Private Employees	217	58%	I, T, Y, Tw	30	8%
	College student	46	12%	I, Tw	8	2%
	Student	6	2%	I, Y	23	6%
	Unemployed	49	13%	I, Y, Tw	19	5%
Income (IDR)				T	4	1%
	Less than 3 million	70	19%	T, Y	1	0%
	3 million - 5 million	107	29%	Y	1	0%
	5 million - 10 million	88	24%	Y, Tw	1	0%
	over 10 million	51	14%	Frequency of use of social media		
	Have no income	56	15%	No more than 1 Hour	40	11%
				2-5 Hours a day	238	64%
				6-10 Hours a day	72	19%
				More than 10 Hours a Day	22	6%
	Total	**372**	**100%**	**Total**	**372**	**100%**

Table 1 shows the profile of the respondents. From the research conducted, the result revealed that there were more female respondents than male respondents, namely 71% of the total respondents, namely 265 respondents. In comparison, the remaining 29% were male respondents, i.e., 107 respondents. Of all the respondents, most were in the age range of 26-35 years (49%), and the least were in the age range of 46-55 years (2%). Then, bachelors were recorded as most of the job profiles of the respondents, namely 64% or the equivalent of 237 respondents. At the same time, the rest were followed by senior high school, postgraduate, others, and junior high schools, respectively, at 24%, 8%, 4%, and 1%. On the other hand, the respondents' job profile was dominated by employees, namely 58% and at least a student with a score of 2%; the rest were self-employed at 15%, unemployed at 13%, and finally, students at 12%.

The results of this study also showed that most respondents, 29%, had an income ranging from IDR 3 million – 5 million, 24% had an income ranging from IDR 5 million – 10 million, 19% earned less than IDR 3 million, 15% had no income, and the last 14% had income above IDR 10 million. In addition, this study obtained data from respondents that the most social media used was Instagram. Even more, of the 372 respondents, the most extended duration of using social media ranged from 2-5 hours, namely 64%, in the range of 6-10 hours a day by 19%, less than 1 hour a day by 11% and 10 hours a day by 6%.

Measures of Variables

The exploration model was proposed by embracing an estimation scale from past examinations utilizing pointers pertinent to the object of this examination, assessing the development, and changing the first markers to adjust them to the setting in this review. This quantitative research used a Likert scale (1-7) and its analysis. The source of the measurement scale of each variable can be seen in Table 2. In this study, there were a total of 31 research indicators, where all indicators were designed based on previous research but modified according to topics in social commerce.

Four measurement items for the trust were adapted from Alatawy (2018). Meanwhile, the attitude was measured on the four items adopted from Shaker et al. (2021). Five measurement items for perceived ease of use were adapted from Athapaththu and Kulathunga (2018). Four other items for subjective norms were developed by Alatawy (2018). Meanwhile, perceived usefulness was determined on the five items adapted from Athapaththu and Kulathunga (2018). The alternative evaluation was gauged by four items obtained from Hettiarachchi et al. (2018). Finally, purchase intention was measured through five items by Cho and Son (2019).

Table 2 Operationalization of Variables

Variable	Measurement	Source
Trust	Social commerce for online shopping wants to be known as a site that fulfills its commitments.	Alatawy (2018)
	Social commerce for trusted online shopping	
	I think the information in social commerce for online shopping is realistic.	

Table 2 Operationalization of Variables

Variable	Measurement	Source
	Compared to other websites, social commerce for online shopping is reliable.	
Attitude	Buying products/services through social commerce is a good idea.	Shaker et al. (2021)
	Buying products/services through social commerce is a wise idea.	
	Buying products/services through social commerce is a preferred idea.	
	Buying products/services through social commerce is a fun idea.	
Perceived Ease of Use	Social commerce is easy to use.	Athapaththu & Kulathunga (2018)
	It is easy to become proficient at using social commerce.	
	It is easy to learn to use social commerce.	
	Easy to interact with social commerce	
	Social commerce is clear and easy to understand.	
Subjective Norms	People important to me (i.e., family) will approve of using social commerce for online shopping.	Alatawy (2018)
	People who influence my behavior (i.e., friends) will think I should use social commerce for online shopping.	
	People I know will expect me to use social commerce for online shopping.	
	People whose opinions I value will approve of me using social commerce for online shopping.	
Perceived Usefulness	Social commerce is helpful as a means of buying the products and services being sold.	Athapaththu & Kulathunga (2018)
	Social commerce makes it easy to find and buy products.	
	Social commerce improves my performance in evaluating products.	
	Social commerce allows me to discover new products and get shopping ideas quickly.	
	Social commerce increases my productivity in finding products and getting shopping ideas.	
Alternative Evaluation	I assess social commerce when looking for items needed before buying.	Hettiarachchi et al. (2018)
	I considered social commerce when evaluating alternatives to shopping online.	
	Social commerce allows me to evaluate alternatives (shopping options) in mind.	
	I do not stop evaluating alternatives until I evaluate social commerce.	
Purchase Intention	I suggest buying products/services through social commerce.	Cho & Son (2019)
	I am willing to buy products/services through social commerce.	
	I am willing to recommend purchasing products/services through social commerce to my friends.	
	I will visit social commerce to repurchase products/services.	
	In the future, I will most likely shop through social commerce.	

Data Analysis Procedure

The subsequent step included data examination utilizing SEM. This second-age multivariate investigation strategy joins examination and element investigation, permitting scientists to distinguish numerous free and subordinate factors using markers and middle people. It simultaneously assesses the relationship between the latent variables, allowing testing and estimation of models and moderator effects, models in nonlinear forms, and measurement errors (Latan & Ramli, 2013).

Results and Discussion

Descriptive Analysis

Table 1 explains that from the data collected, there were various respondents. Most respondents were female, equal to 71%. Most of them were 26-36 years old, or equivalent to 49%. In addition, most of the education level was bachelor's degree, 64%. Also, 58% worked as employees in both government and private. As many as 29% of them earned between IDR 3 million-5 million. Besides, of all the combinations of social media users, most used Instagram as their favorite social media, 16%. Lastly, 64% of all respondents utilized social media for 2-5 hours daily.

Reliability and Validity Analyses

Confirmatory factor analysis was performed to test the measurement model, data fit, discriminant validity, and convergence. Table 3 displays standard factor loadings and construct reliability for convergent validity (Hair et al., 2014). A total of 31 indicators were used in the measurement model. All loadings and structures met the recommended reliability and validity criteria, so the results did not reveal any data validity and reliability issues (Henseler et al., 2014). First, each measurement had a significant loading factor from 0.807 to 0.942, meaning all indicators were valid for measurements. Second, there are two techniques to assess the construct's reliability: Cronbach Alpha and Composite Reliability (CR). The general guideline is that both must be more than 0.70 (Hair et al., 2019). The Cronbach Alpha values ranged between 0.890 and 0.943, indicating that all measures measured each factor in a significant way. Also, the composite reliability value of each variable ranged between 0.9241 and 0.9593, indicating that all variables were reliable. Third, the Average Variance Extracted (AVE) measures convergent validity and calculates the average variance the concept and each indicator share. A minimum of 0.5 is the standard for AVE (Hair et al., 2019). Table 3 presents the AVE values of all variables that exceeded the threshold, ranging between 0.7529 and 0.8550. The discriminant analysis of the validity results presented in Table 3 reveals that all constructs differed. Finally, as a descriptive test, it can be seen that the standard deviation of all indicators was smaller than the average value (mean), meaning that the data were well distributed.

Table 3 Construct Reliability, Validity, and Descriptive Statistic

Variable/Indicator	Factor Loading	Cronbach Alpha	Conclusion	Mean	Standard Deviation
Alternative Evaluation CR = 0.9538; AVE = 0.8377		0.935	Reliable		
AE1	0.901		Valid	5.882	1.292
AE2	0.934		Valid	5.745	1.290
AE3	0.933		Valid	5.677	1.213
AE4	0.893		Valid	5.478	1.357
Attitude CR = 0.9593; AVE = 0.8550		0.943	Reliable		
ATT1	0.942		Valid	5.156	1.309
ATT2	0.911		Valid	4.898	1.336
ATT3	0.931		Valid	5.161	1.300
ATT4	0.914		Valid	5.336	1.323
Perceived Ease of Use CR = 0.9489; AVE = 0.7880		0.933	Reliable		
PEOU1	0.882		Valid	5.927	1.197
PEOU2	0.874		Valid	5.554	1.278
PEOU3	0.900		Valid	5.755	1.172
PEOU4	0.873		Valid	5.755	1.232
PEOU5	0.909		Valid	5.734	1.183
Purchase Intention CR = 0.9404; AVE = 0.7597		0.920	Reliable		
PI1	0.895		Valid	5.481	1.353
PI2	0.908		Valid	5.406	1.364
PI3	0.807		Valid	5.325	1.399
PI4	0.912		Valid	5.347	1.428
PI5	0.830		Valid	5.532	1.339
Perceived Usefulness CR = 0.9441; AVE = 0.7715		0.926	Reliable		
PU1	0.846		Valid	5.672	1.129
PU2	0.897		Valid	5.715	1.220
PU3	0.856		Valid	5.355	1.273
PU4	0.910		Valid	5.742	1.204
PU5	0.881		Valid	5.632	1.212
Subjective Norms CR = 0.9343; AVE = 0.7805		0.906	Reliable		
SN1	0.856		Valid	5.339	1.313
SN2	0.895		Valid	5.151	1.344
SN3	0.908		Valid	5.126	1.321
SN4	0.874		Valid	5.237	1.280
Trust CR = 0.9241; AVE = 0.7529		0.890	Reliable		
TRS1	0.811		Valid	5.325	1.332
TRS2	0.895		Valid	4.978	1.439
TRS3	0.879		Valid	4.992	1.347
TRS4	0.883		Valid	4.922	1.518

Structural Model and Hypotheses Testing

Table 4 shows the test results of the proposed model using SEM. This study found that of the eight hypotheses proposed, all were supported except for H_5 and H_8. Trust had significant results on purchase intention ($\beta = 0.328$; $p < 0.05$; H_1) and attitude ($\beta = 0.821$; $p < 0.05$; H_2), as well as attitude significantly affected purchase intention ($\beta = 0.241$; $p < 0.05$; H_3). Furthermore, perceived ease of use had a significant impact on subjective norms ($\beta = 0.676$; $p < 0.05$; H_4) and on perceived usefulness ($\beta = 0.799$; $p < 0.05$; H_6). Moreover, perceived usefulness significantly affected purchase intention ($\beta = 0.337$; $p < 0.05$; H_7). However, the difference was seen in subjective norms, which did not significantly affect purchase intention ($\beta = -0.022$; $p > 0.05$); therefore, the results did not support H_5. Also, alternative evaluations that did not significantly impact purchase intention ($\beta = 0.017$; $p > 0.05$) made H_8 rejected.

Table 4 Evaluation of Structural Model

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	F Square	R Square	Q Square	Result
H_1	Perceived Trust -> Purchase Intention	0.328	0.318	0.074	4.459	0.000	0.100			Supported
H_2	Perceived trust -> Attitude	0.821	0.820	0.035	23.513	0.000	2.065			Supported
H_3	Attitude -> Purchase Intention	0.241	0.248	0.090	2.668	0.008	0.039			Supported
H_4	Perceived Ease of Use -> Subjective Norms	0.676	0.676	0.042	16.053	0.000	0.843			Supported
H_5	Subjective Norms -> Purchase Intention	-0.022	-0.016	0.062	0.358	0.721	0.000			Not Supported
H_6	Perceived Ease of Use -> Perceived Usefulness	0.799	0.797	0.028	28.293	0.000	1.761			Supported
H_7	Perceived Usefulness -> Purchase Intention	0.337	0.333	0.076	4.445	0.000	0.093			Supported
H_8	Alternative Evaluation -> Purchase Intention	0.017	0.018	0.066	0.257	0.797	0.000			Not Supported
	Trust								0.576	
	Perceived Ease of Use								0.672	
	Alternative Evaluation								0.707	
	Attitude							0.674	0.735	
	Perceived Usefulness							0.638	0.648	
	Subjective Norms							0.458	0.617	
	Purchase Intention							0.673	0.632	

Discussion

This study proposed and empirically tested a conceptual framework to explain how to purchase intentions in social commerce was influenced by several antecedents based on the existing literature.

First, according to H_1, trust significantly affected purchase intention. Purchases by customers on social media were made because of the customer's trust to carry out the transaction. It aligns with the research that has been done (Juliana et al., 2020), which found that the indicator of trust was obtained to ensure the security of online transactions. Other studies also support the results of this study, which state that trust can be obtained from the online shopping experience, where the company's integrity will be evaluated at the time of the transaction (Ozdemir & Sonmezay, 2020). In line with this research, Qalati et al. (2021) stated that trust is the most critical indicator in online shopping decisions. The results of this study indicate that trust had a significant influence on purchase intention in social commerce. In transactions on social commerce, customers prioritize the seller's credibility, so sellers need to increase the trust that can be built from ordering until the goods arrive at the customer. It implies that greater trust in the online shop generates a greater intention to shop online. The current study has found a relatively strong relationship between trust and purchase intention. In other words, greater consumer trust concerning the web store would motivate consumers to engage more in online shopping. Therefore, to increase virtual business sales, web retailers can focus on establishing trust in the customer's mind. Although the degree of the relationship somewhat differs, this study significantly supports the overall relationship between trust and purchase intention.

Second, according to H_2, the results showed that trust significantly affected attitude. It is consistent with several previous studies, one of which states that the high level of certainty, reliability, and guarantee offered provides a level of trust for customers to improve their attitude toward using it (Alraja et al., 2019). Trust is always becoming a crucial issue in most economic and social transactions, particularly in the online context where there may be much uncertainty (Zamrudi et al., 2016). For two parties to lower their perceived risk in transactions, there is a need for trust and security due to the rise of social technologies and the interconnectedness of people on the Internet (Hajli, 2014). To create a customer attitude, there is a need to gain the customer's trust, and it can be achieved when the consumer's expectation against any particular product has been fulfilled. Trust will emerge when consumers feel saved and satisfied with the product or services received. Emerging the current consumer company's trust will draw considerable trust from societies, leading to a positive attitude towards social commerce.

Third, according to H_3, the result uncovered that attitude significantly influenced purchase intention. Per previous research, trust is one of the keys to a positive attitude in purchasing behavior that will impact purchase intention (Herzallah et al., 2022). It is coupled with the statement that trusts in the company's website positively affects customer attitudes toward business and will increase purchase interest (Bugshan & Attar, 2020). Customer loyalty positively affects how customers feel about s-commerce

platforms, improving their intention to purchase more from these platforms in the future. According to (Martínez-López et al., 2020), one's attitude regarding an s-commerce website can significantly influence behavioral intention. This research also indicates that online shoppers are more inclined to shop online if they have positive sentiments toward social commerce. In other words, a positive outlook will influence one's intention to buy online. The more customers control their attitude, the better their decision will be for determining whether they intend to make a buy.

The H_4 results in this study demonstrated that subjective norms were significantly influenced by perceived ease of use. According to the idea put forth by (Ajzen, 1991), which claims that social drives can decide whether a person will perform a behavior, customers who perceive the ease of purchasing on s-commerce will motivate customers to make subjective assessments of online transactions on the platform. Subjective norms are the perceived societal pressures people feel to engage in or refrain from a particular behavior, regardless of their ideas and attitudes. Irrespective of their preferences, people must use technology. Contrarily, information social group influence is a learning process in which people observe the positive experiences of their social groups with innovation before deciding whether to embrace it (Lee & Wong, 2016). From this information, it can be inferred that they need to be aware of the new technology that will enable them to keep up with the widespread trend of moving all transactions online instead of conducting them offline. The simplicity of social commerce shopping is crucial for this reason. Because the easier an application is run on social commerce, the easier social perceptions are formed to become subjective norms on social towards online shopping.

Contrary to the original hypothesis, H_5 in this study indicates that purchase intention was not affected by subjective norms and tended to be negatively affected by them. According to research by (Nugraha et al., 2021) and (Yulianita, 2018), subjective norms significantly impacted purchasing intentions. The findings of this study contrast with those findings. Nevertheless, research by (Tan & Keni, 2020), who believes that the less purchase intention from the customer, the more abstract discernments supplied, supports the study's findings. Usually, if there is a tendency from people's perceptions of a product or service, new competitors will appear and make customers try other options in making online purchase transactions. From the perspective of social commerce, this study argues that other people's perceptions do not affect purchase decision intentions, which may be caused by buying behavior based on the need for an item or service, not because of following trends or subjective perceptions of others.

Furthermore, it is suggested by H_6's findings that perceived ease of use significantly influenced perceived usability. The platform's usability is improved by its simplicity (White Baker et al., 2019). In line with research (Herzallah et al., 2022), the usability of a platform increases with its accessibility, which leads to better buying intentions in social commerce. Enhancing perceived ease of use is instrumental, which might impact usefulness through improved performance (Liébana-Cabanillas et al., 2014). Such connections are encouraged when there is advice on using technology and when it is convenient and valuable (Liébana-Cabanillas et al., 2020). In the social commerce context, consumers expect it to be free from any complexities in learning and usage. When customers start a

purchase, they will learn and choose the easiest to use. The resulting convenience will be a good perception and very useful for customers, so it will always be used again when they need to purchase on social commerce. It also implies that the ease of obtaining valuable social commerce shopping advice from online communities drives customer perceptions.

Moreover, H_7 in this study discovered that perceived usefulness significantly influenced purchase intention, indicating that the more usable or functional a platform is, the more likely a client will want to purchase one of the social commerce platforms. According to research by Yulianto and Tanamal (2019), perceived usefulness considerably impacts customers' purchase intentions. This study's findings also follow earlier research, indicating that users who view this platform as a helpful tool for online shopping are more likely to make subsequent purchases through the same channels (Moslehpour et al., 2018). When customers try to find goods or services through online transactions, one of the determining factors is how the previous experience has been felt. For this reason, creating a good perception the first time the customer shops is the main point that sellers must consider in social commerce. It will be an experience and a factor to determine whether they will shop again on social commerce; one of the values put forward is that shopping online must be easier, faster, and safer than shopping face-to-face. If this is fulfilled, perceived usefulness will be created.

Finally, H_8 in this study found that alternative evaluation did not affect purchase intention. This result contradicts previous research from (Herzallah et al., 2022) and (Hettiarachchi et al., 2018), which states that alternative evaluation had a significant effect on purchase intention. It could be because when customers are about to make a purchase, they usually already know exactly what type of goods or services they want. They may already have loyalty to an online platform, so they can directly use it to make purchases without looking for other alternative transactions. In addition, on social commerce, sellers aggressively provide attractive promos for customers. Since some customers have a FOMO (fear of missing out) attitude, they still buy items that may not be needed because they are chasing the promo without evaluating the purchase options as usual.

Conclusion

This study intends to see the effect of the antecedents of purchase intention. This study found that some of the eight hypotheses proposed were not supported. Trust, attitude, and perceived usefulness significantly affected purchase intention. Also, the perceived ease of use significantly affected subjective norms and perceived usefulness. However, this study highlights that subjective norms and alternative evaluations did not affect purchase intention.

This research contributes both in terms of theoretical and practical. From a theoretical point of view, this research enriches the readings of researchers on related topics. This study shows that purchase intention can be obtained from customers by strengthening the trust, attitude, and usability of social commerce platforms.

From a managerial point of view, this research can prove that making transactions through social commerce platforms is in demand by customers. This research can be used to divert business from offline to online. For investors, the results of this research can be used as a consideration for investing, both in the retail business and in startups building other social media platforms. This research also supports several future projections covered in several media, such as eMarketer (2021), which holds that transactions with social commerce will be a very profitable opportunity in the future. For professionals, this research's results can be used as a basis for paying attention to how a platform is made to prioritize security and convenience for users. Finally, for the government, this research can be helpful for evaluation materials where regulations and security from the government for people who make transactions online, considering the opportunities for online transactions, are snowballing in the future.

This research only covered social media (Facebook, Instagram, TikTok, Twitter, YouTube) that were popular during the survey period; unless other areas of social media trends deviated from the above, results might vary. Thus, further research may discuss the range of other social media currently evolving and likely to become social commerce in the future. This study also only discussed some variables of the many factors driving customer purchase intentions based on a literature review. In addition, AI technology is now widely used in various platforms. AI-enabled chatbots have provided several unique business benefits in the social commerce setting. The chatbots can understand consumers' requests and automate customer services, addressing them effectively (Daugherty et al., 2019). Therefore, further research can contribute to the role of artificial intelligence in social commerce in facilitating customer purchase intention.

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