

Pengaruh social support, trust, dan community commitment terhadap social commerce intention = The effects of social support trust and community commitment on social commerce intention

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Abstrak

Perkembangan ndash; perkembangan yang terjadi pada media sosial membawa perubahan juga bagi lingkungan bisnis, terutama dalam bidang e-commerce. Perubahan yang dibawa media sosial adalah dalam bentuk social commerce, di mana konsumen dapat melakukan aktivitas e-commerce di media sosial. Berangkat dari teori dukungan sosial, transfer kepercayaan, dan komitmen-kepercayaan, penelitian ini menganalisis pengaruh dari social support, trust dan community commitment terhadap social commerce intention. Sampel penelitian ini terdiri atas 150 orang responden yang merupakan pengguna aktif media sosial dan pernah melakukan transaksi komersial di media sosial dalam satu tahun terakhir. Data dianalisis menggunakan metode PLS-SEM, di mana ditemukan bahwa emotional dan informational support memiliki pengaruh terhadap trust, yang pada akhirnya akan mempengaruhi commitment dan social commerce intention.

The development of social media has brought changes into the business environment, specifically in the context of e commerce. Changes brought by social media in e commerce context is in the form of social commerce, where consumers can perform e commerce activities in social media. Using theories such as social support theory, trust transfer theory, and commitment trust theory, this research analyzes the effects of social support, trust, and community commitment on social commerce intention. The sample in this research consist of 150 active social media user and and have performed a commercial transaction on their social media within the last year. The data was analyzed using PLS SEM, and shows that informational and emotional support has some effect on trust, which in turn affects commitment and social commerce intention.