

Analisis faktor yang memengaruhi intensi pembelian di social commerce dengan perspektif teori socio-technical dan self-determination = Intention to purchase in social commerce: socio-technical and self-determination perspective

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Abstrak

Social commerce (s-commerce) adalah aktivitas perdagangan daring yang menggunakan social network sites (SNS) seperti Facebook dan Instagram. Masyarakat Indonesia sendiri diketahui memiliki sikap belanja yang sangat dipengaruhi oleh SNS. Motivasi intrinsik disebutkan sebagai hal yang paling memengaruhi seseorang untuk mengambil keputusan termasuk dalam berbelanja di s-commerce. Agar dapat mengetahui karakteristik s-commerce apa saja yang memengaruhi motivasi intrinsik seseorang, digunakan perspektif teori socio-technical. Teori socio-technical digunakan karena faktor sosial dan teknikal pada s-commerce tidak dapat dipisahkan. Model penelitian ini terdiri dari bagian 1) dukungan sosial (informational support dan emotional support); 2) penunjang teknikal (support for social interaction, support for recommendation, dan support for reputation); 3) self-determination theory (autonomy, competence, relatedness, dan motivasi intrinsik); dan 4) faktor intensi pembelian pada s-commerce. Penelitian dilakukan menggunakan metode covariance-based structural equation modelling (CB-SEM) dengan menggunakan survei daring yang diisi oleh 561 responden valid. Hasil analisis membuktikan bahwa semua faktor dalam karakteristik teknikal s-commerce memengaruhi autonomy dan competence; faktor emotional support memengaruhi relatedness; faktor informational support memengaruhi autonomy, competence, dan relatedness; faktor autonomy, competence, dan relatedness memengaruhi motivasi intrinsik; dan motivasi intrinsik memengaruhi intensi pembelian pada s-commerce. Penelitian ini diharapkan dapat mengisi kekosongan penelitian mengenai motivasi dalam s-commerce. Penelitian ini juga diharapkan dapat memiliki implikasi praktikal bagi pelaku industri s-commerce untuk mengimplementasi fitur yang sesuai dan mengatur strategi bisnis yang tepat.

.....Social commerce (s-commerce) is an e-commerce activity that uses social network sites (SNS) such as Facebook and Instagram. In Indonesia, people are known to have a shopping behavior that is strongly influenced by SNS. Intrinsic motivation is mentioned as the thing that most influences one's behavior, including shopping behavior in s-commerce. In order to find out what s-commerce characteristics affect one's intrinsic motivation, a socio-technical theory perspective is used; because social and technical factors in s-commerce cannot be separated. This research model consists of 1) social support (informational support and emotional support); 2) technical support (support for social interaction, support for recommendation, and support for reputation); 3) self-determination theory (autonomy, competence, relatedness, and intrinsic motivation); and 4) purchase intention in s-commerce. The study was conducted using the covariance-based structural equation modeling (CB-SEM) method using an online survey filled by 561 valid respondents. The results of the analysis prove that all factors in the technical characteristics of s-commerce affect autonomy and competence; emotional support factors affect relatedness; informational support factors affect autonomy, competence, and relatedness; autonomy, competence, and relatedness factors affect intrinsic motivation; and intrinsic motivation affects purchase intentions in s-commerce. This research is expected to fill the research gap regarding motivation in s-commerce. This research is also expected to have practical

implications for the s-commerce industry players to implement the appropriate features and set the right business strategy.