

Pengaruh IT-Affordance dan Social Commerce Constructs terhadap Intention to Buy = The Effect of IT-Affordance and Social Commerce Constructs on Intention to Buy

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Abstrak

Perkembangan informasi dan teknologi telah mendorong peningkatan dan pentingnya media sosial. Dapat dilihat dengan berkembangnya tren belanja online melalui social media, yang mana dalam hal ini social commerce muncul sebagai evolusi dari e-commerce tradisional. Teknologi media sosial dan social commerce memungkinkan kegiatan komersial yang memanfaatkan fungsi interaksi yang terjadi melalui social media. Faktor penting yang mempengaruhi pengguna dalam mengambil keputusan dalam social commerce adalah trust dan flow experience yang dirasakan pengguna. Pengguna membangun kepercayaan dan terlibat dalam aktivitas belanja melalui social commerce melalui kemudahan pengguna dalam mencari informasi yang dibutuhkan melalui penilaian konsumen lain, komentar, dan rekomendasi. Penelitian ini merupakan penelitian kuantitatif, menggunakan data primer melalui survey online dari 229 responden pengguna Facebook di Indonesia, yang belum pernah melakukan pembelian produk fashion. Hasil penelitian ini menunjukkan visibility, forum and communities, serta rating and reviews berpengaruh positif terhadap trust, sedangkan metavoicing, guidance shopping, rating and reviews, recommendation and referrals tidak berpengaruh terhadap trust. Visibility, metavoicing, guidance shopping dan forum and communities berpengaruh positif terhadap flow experience, sedangkan rating and reviews, recommendation and referrals tidak berpengaruh terhadap flow experience. Dalam penelitian ini trust dan flow experience berpengaruh positif terhadap intention to buy. Diharapkan penelitian ini dapat membantu untuk mengoptimalkan penggunaan social commerce dengan memperhatikan pengaruh it-affordance dan social commerce constructs.

.....The development of information and technology has encouraged the increase and the importance of social media, it can be seen with the rising trend of online shopping through social media, in this case, Social Commerce emerged as an evolution of traditional E-Commerce. Social media technology and Social Commerce enable commercial activities that take advantage of the interaction function of social media. In Social Commerce, trust and experience of user interaction are important factors that influence users in making decisions. Users build trust and engage in shopping activities on social commerce by easily finding important information needed through other consumer ratings, comments, and recommendations. This study aims to develop a research model to determine the effect of IT-Affordance and Social Commerce Constructs on intention to buy mediated by Trust and Flow experience on Facebook users in the perspective of the Stimulus-Organism-Response (SOR) model. This research is quantitative, purposive sampling approach is used to achieve the research objectives. Data were collected from 229 respondents of Facebook users in Indonesia, through online surveys and analyzed using PLS-SEM. The result is visibility, forum and community, rating and review on Facebook influenced trust, and visibility, guidance shopping, forum and community, rating and review on Facebook social commerce can affect the flow experience. In this study, it can also be seen how trust and flow experience have a positive effect on intention to buy. Thus, can help to optimize the use of social commerce in commercial activities.