

# Analisis Faktor-Faktor yang Memengaruhi Behavioral Intention to Use Platform Social Commerce oleh Usaha Mikro Kecil Menengah di Indonesia Menggunakan Teori Technology Affordance = Analysis of Factors Influencing Behavioral Intention to Use Social Commerce Platforms by Micro Small Medium Enterprises in Indonesia Using Technology Affordance Theory

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## Abstrak

Transformasi Facebook, Instagram, dan Tiktok yang semulanya digunakan untuk bersosialisasi kini telah dimanfaatkan sebagai social commerce (s-commerce) untuk berjualan. Ketiga platform tersebut berhasil menduduki posisi s-commerce dengan popularitas tertinggi namun sayangnya belum banyak UMKM yang memanfaatkannya untuk meningkatkan proses bisnis mereka. Kebutuhan UMKM dieksplorasi menggunakan technology affordance untuk meningkatkan perilaku intensi penggunaan s-commerce dari UMKM yang kemudian diintegrasikan dengan model Innovation Diffusion Theory (IDT) untuk mengetahui faktor-faktor yang memengaruhi intensi perilaku penggunaan s-commerce pada UMKM. Penelitian ini dilakukan menggunakan pendekatan mixed-method dengan 10 responden wawancara daring dan 470 responden kuesioner dimana kedua jenis narasumber merupakan pelaku UMKM yang telah menggunakan s-commerce untuk menunjang kegiatan bisnisnya. Didapatkan lima konstruk technology affordance dari s-commerce, diantaranya adalah metavoicing, brand visibility, monitorability, customer shopping guidance, dan association. Pengolahan data dilakukan secara kuantitatif menggunakan metode Structural Equation Model Partial Least Square (PLS-SEM). Hasil analisis kuantitatif menunjukkan bahwa relative advantage, compatibility, dan complexity berhasil memengaruhi intensi perilaku penggunaan s-commerce oleh UMKM secara signifikan. Relative advantage dan complexity sama-sama dipengaruhi oleh seluruh aspek technology affordance, namun relative advantage dipengaruhi paling kuat oleh brand visibility sedangkan complexity dipengaruhi paling kuat oleh customer shopping guidance. Berbeda dengan relative advantage dan complexity, compatibility hanya memiliki tiga aspek technology affordance yang memengaruhi secara signifikan, yaitu metavoicing, brand visibility, dan customer shopping guidance. Pengembangan lanjutan dari penelitian ini dapat memperdalam kegunaan platform s-commerce serta memberikan implikasi berupa saran pengembangan fitur enhanced chat bot, katalog, dan kustomisasi ads agar dapat dikembangkan sesuai kebutuhan pengguna.

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The transformation of Facebook, Instagram and Tiktok, which were originally used for socializing, has now been used as social commerce (s-commerce) for sales. The three platforms successfully occupied s-commerce's position with the highest popularity but unfortunately not many MSME have used it to improve their business processes. MSME's need are explored using state-of-the-art of technology affordance to build s-commerce behavior from MSME, then integrated with Innovation Diffusion Theory (IDT) models to identify factors that influence the behavioral intention to use s-commerce in MSMEs. This study was conducted using a mixed-method approach of 10 online interview respondents and 470 online questionnaire respondents whom both types of respondents are MSME actors who are likely to used s-commerce to

support their business activities. Five technology affordance constructs were obtained from s-commerce, including metavoicing, brand visibility, monitorability, customer shopping guidance, and association. Furthermore, quantitative data processing used the Structural Equation Model Partial Least Square called PLS-SEM method. The results of the quantitative analysis show that relative advantage, compatibility, and complexity have succeeded in significantly influencing the behavioral intention to use s-commerce by MSMEs. Relative advantage and complexity are both influenced by all aspects of technology affordance, but relative advantage is most strongly influenced by brand visibility while complexity is most strongly influenced by customer shopping guidance. In contrast to relative advantage and complexity, compatibility has only three aspects of technology affordance that significantly affect them, namely metavoicing, brand visibility, and customer shopping guidance. Further development of this research can deepen the use of s-commerce platforms and provide implications in the form of suggestions for developing enhanced chat bot features, catalogs, and ad customization so that they can be developed according to user needs.