

# Pengaruh Technology Attractiveness Terhadap Community Involvement dan Social Commerce Engagement dengan Personal Interest sebagai Variabel Moderasi (Studi pada Pengguna Sociolla) = The Effect of Technology Attractiveness on Community Involvement and Social Commerce Engagement with Personal Interest as Moderating Variable (Study on Sociolla Users)

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## Abstrak

Pesatnya pertumbuhan media sosial dan e-commerce membuka sebuah era baru yaitu social commerce, dimana orang didorong untuk terlibat dalam berbagai interaksi sosial yang kondusif. Sociolla merupakan social commerce yang menyediakan produk skincare terpopuler di Indonesia, penelitian ini akan mengukur pengaruh technology attractiveness pada social involvement dan engagement dengan mempertimbangkan personal interest yang berperan sebagai moderasi untuk mengetahui bagaimana technology attractiveness dan community involvement berpengaruh pada social commerce, Sociolla. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling pada 165 responden yang didapatkan melalui kuisisioner secara online. Hasil penelitian menunjukkan bahwa community involvement berpengaruh secara signifikan terhadap social commerce engagement, task dan social attractiveness berpengaruh signifikan terhadap community involvement, sedangkan physical attractiveness tidak berpengaruh signifikan terhadap community involvement. Penelitian ini juga mengungkapkan bahwa personal interest tidak memoderasi antara task, social, dan physical attractiveness pada community involvement, serta community involvement pada social commerce engagement.

.....Growth in social media and e-commerce are opening a new era, namely social commerce, where people are involved in engaging in various conducive social interactions. Sociolla is social commerce that provides the most popular skincare products in Indonesia, this study will measure the influence of technology attractiveness on social involvement and engagement by considering personal interests that act as moderating to find out how the attractiveness of technology and community involvement affect social commerce, Sociolla. This study uses a quantitative approach with a purposive sampling technique on 165 respondents obtained through an online questionnaire. The results showed that community involvement had a significant effect on social commerce engagement tasks and social attractiveness had a significant effect on community involvement, while physical attractiveness had no significant effect on community involvement. This study also revealed that personal interest did not moderate between task, social, and physical attractiveness on community engagement, as well as community involvement on social trading engagement.