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Encouraging Trust In Social Media And Social Commerce Intention: Do Informational Support And Emotional Support Matter?

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Abstract

Social media has transformed into social commerce; therefore, a greater understanding of social commerce is crucial. As a social media site, TikTok earns more profit through its social commerce, TikTok Shop. This study examines the influence of informational and emotional support on trust in social media and social commerce intention. A survey was conducted among 242 TikTok Shop users, and the data was analyzed using structural equation modeling. In this study, it is revealed that informational support affects trust in social media significantly but that informational support does not influence social commerce intention. Moreover, both trust in social media and social commerce purposes were influenced considerably by emotional support. Finally, trust in social media mediates the relationship between informational support and s and between emotional support and social commerce intention.

Keywords: Informational support; Emotional support; Trust in social media; Social commerce intention.

Abstrak

Media sosial berkembang menjadi media belanja. TikTok merupakan media sosial yang mengandalkan media belanjanya, yakni TikTok Shop, untuk meraih keuntungan. Penelitian ini bertujuan untuk menguji pengaruh *emotional support* dan *informational support* terhadap *trust in social media* dan *social commerce intention*. Sebuah survei yang melibatkan 242 pengguna TikTok Shop dilakukan dan pendekatan pemodelan persamaan struktural kemudian digunakan untuk menganalisis data. Penelitian ini menemukan *informational support* secara signifikan mempengaruhi *trust in social media*, tapi tidak secara signifikan mempengaruhi *social commerce intention*. *Emotional support* secara signifikan mempengaruhi *trust in social media* dan *social commerce intention*. *Trust in social media* secara signifikan mempengaruhi *social commerce intention*. *Trust in social media* memediasi pengaruh *informational support* terhadap *social commerce intention* dan pengaruh *emotional support* terhadap *social commerce intention*.

Kata kunci: Dukungan informasi; Dukungan emosional; Kepercayaan pada media sosial; Niat beli.

I. INTRODUCTION

The Indonesian digital market is promising. Indonesia (34.7%) ranks fifth after Turkey (38.9%), Mexico (39.4%), South Korea (43.1%), and Thailand (45.8%) of internet users who shop online (Databoks, 2022a). Social commerce is part of the digital market, accounting for 21% of online shoppers (Sheetal, 2022). Social commerce is a buying and selling process conducted directly on a social media platform (Sohaib, 2021). The primary difference between social commerce and e-commerce is the place of buying. E-commerce relies on online markets, while social commerce connects buying and selling features in social media applications (Agustina, 2017). Technological developments make digital market coverage easily accessible to anyone, anywhere.

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The role of social media is vital in prolonging consumer intentions and online buying processes. The online shopping system is implemented by many social media platforms (Ramadhan et al., 2021), such as Facebook (Ullah et al., 2019) and Instagram (Tuncer, 2021). The current online buying is evolving (Harahap, 2018) because social media applications were initially intended only for communication and entertainment (Utami, 2021; Dumpit & Fernandez, 2017). Social media can now be used as an effective and efficient digital marketing tool by many content creators, sellers, and consumers in transactions involving the buying and selling of products (Wibowo & Yudi, 2021). TikTok is a social media site that tries to make \$20 million in sales every year through its social commerce, called TikTok Shop (Kompas, 2023). TikTok has chosen Indonesia as its primary market because it has a favorable business environment (Databoks, 2022; Kompas, 2023).

Many users incentivize sales transactions or social commerce intention when purchasing online. Chen & Shen (2015) state that a social commerce intention is a form of each consumer's will to use, transmit, and share commercial information derived from social commerce, whereupon the intention to buy a product is created. Consumer trust in places such as social media, is important in driving buying intention (Manzoor et al., 2020), suggesting that trust in social media is crucial to investigate. Trust in social media can be defined as a consumer's belief in an online forum or social network (Tuncer, 2021).

Factors contributing to consumers' trust in social commerce include informational and emotional support. Everyone joining social commerce or social media cannot be separated from informational and emotional support (Rachbini, 2017). This is confirmed by Liang et al. (2011) research, which states that informational support in recommendations, advice, and knowledge, helps consumers choose a product or service. Liang et al. (2011) added that emotional support in the form of understanding and empathy helps consumers make better decisions. Studies on both informational and emotional support have been conducted in the context of Instagram (Din et al., 2018), Twitter (Makmor et al., 2018), and Facebook (Liang et al., 2011). Research on informational support and emotional has been conducted in Malaysia (Hajli et al., 2015) and Pakistan (Ullah et al., 2019).

Trust in social media is an essential construct of social commerce (Algharabat & Rana, 2021; Sheikh et al., 2019; Sohaib, 2021). Trust in social commerce has been conducted in relation to Facebook (Algharabat & Rana, 2021) and Twitter (Sohaib, 2021). Research related to trust in social media was conducted with consumers in Turkey (Kircova et al., 2018), Pakistan (Sheikh et al., 2019), and Korea (Kim & Park, 2013). Trust in social media has not been a concern in Indonesia, especially among users of TikTok. This research is important and essential how trust in social media affects purchase intentions in the Indonesian context.

Social commerce intention is a global topic in business. Social commerce intention has been researched in the United States (Hossain et al., 2020), China (Gan & Wang, 2017), Pakistan (Sheikh et al., 2019), and Indonesia (Susilo et al., 2022). This study examines TikTok Shop consumers who have not spread and are exposed to the context of Indonesian consumers, to see if the trends in purchase interest (Purwianti & Dila, 2021) and purchase decisions (Basallama & Ariyanti, 2023; Park et al., 2007) are the same as Instagram users (Kircova et al., 2018), Facebook (Tuncer, 2021) and other social commerce platforms (Manzoor et al., 2020).

This study examines the effects of two types of support on social commerce: informational and emotional support, on trust in social media and intention to engage in social commerce. This research has both theoretical and practical significance. Theoretically, this study specifies the relationship between informational and emotional support with trust in social media and the intention to engage in social commerce in Indonesia, which has not been the topic of previous research (Ullah et al., 2019; Tuncer, 2021). In practice, this research helps marketers convert internet users in Indonesia, who are increasing in number, into potential buyers of products on social media (Databoks, 2022).

II. LITERATURE REVIEW

To make a good decision, customers need informational and emotional support. Both informational and emotional support are crucial in online purchase decisions, as customers use the former as buying advice (Liu & Zhang, 2010) and the latter as a sign of social acceptance (Liu et al., 2021). Informational support refers to recommendations, advice, and knowledge related to social commerce (Liang et al., 2011). Emotional support refers to the connection between caring, understanding, and empathy in social commerce (Liang et al., 2011). However, there are few studies that consider both informational and emotional support in the Indonesian social commerce context (Nick Hajli et al., 2015; Rachbini, 2017; Ullah et al., 2019). The current study addresses this issue.

Trust is another important element of customer decision-making in online purchasing (Hajli et al., 2017; Zhang & Li, 2019). In particular, trust in social media. Trust in social media refers to individual consumer's trust in online forums or social media (Tuncer, 2021). The level of trust in each social media application varies; low trust limits consumers' purchase intentions (Nadeem et al., 2020). Trust in social media facilitates market

participants to communicate more freely with other producers, consumers, and potential consumers (Mainardes & Cardoso, 2019). Trust in social media is useful in convincing consumers about products (Zhang & Li, 2019) and forms the decision-making process (Hajli et al., 2017).

Marketing experts expect the decision-making process leads to social commerce intention (Wang et al., 2020). This intention refers to consumers' willingness to purchase a product in social commerce (Chen & Shen, 2015). Investigating social commerce intention helps explore how consumers make or break a purchase (Lin et al., 2018). Consumers will be actively involved in purchase decisions when intentions dominate social commerce (Wang et al., 2020). Therefore, purchase intention in social commerce is the key to winning a tight business competition (Molinillo et al., 2018).

The joint study of consumer decision support (informational and emotional support) and its relationship with trust in social media and social commerce intention contributes to a better understanding of consumer behaviour in social commerce. By incorporating the above variables, this study is able to determine the role of non-human interaction (i.e., informational support) and human interaction (i.e., emotional support) in driving how consumers rely on social media (i.e., trust in social media) and develop purchase decision for social commerce products (i.e., social commerce intention). As suggested by Ajzen (2011), the research contributes to the understanding of the factors that determine consumers' behavioural intentions, apart from the already known factors such as attitude, subjective norm, and perceived behavioural control.

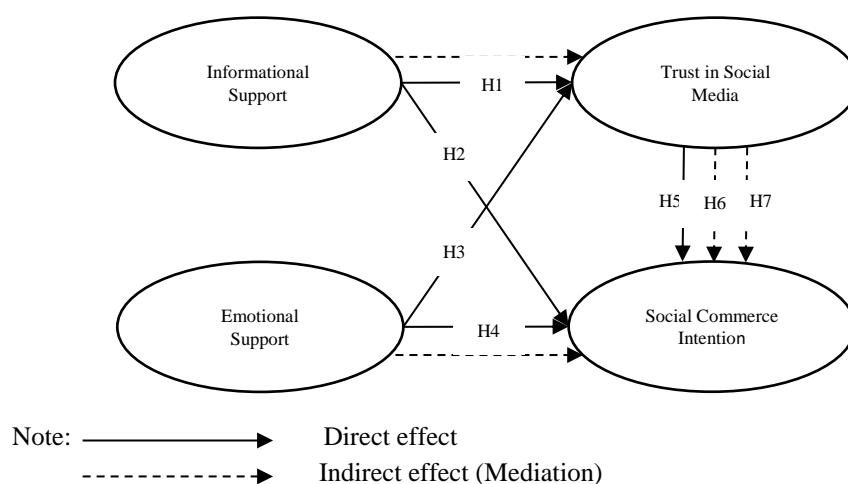


Figure 1. Research Framework

Informational support and trust in social media

An important issue to investigate is the relationship between information support and trust in social media. Information support is useful in providing information that influences trust (Lin et al., 2018). Relevant, accurate and efficient information creates trust in social media, while incorrect information creates a negative reaction among consumers (Hossain et al., 2020). In view of this, information support is instrumental in giving valuable suggestions and reviews that further enhance trust (Wang & Hajli, 2014).

This study argues that informational support significantly impacts trust in social media. Hossain et al. (2020) examined informational support and stated that faith must be present before any intention. Prompt and accurate informational support provides a higher level of trust and makes it more accessible for consumers to see the benefits of social media (Rahayu et al., 2017). Thus, this study hypothesizes the following:

H1: Informational support has a significant effect on trust in social media.

Informational support and social commerce intention

For a better understanding of social commerce, it is essential to examine the relationship between informational support and the intention to engage in social commerce. Informational support has an impact on consumer support in the purchase process (Liang et al., 2011). Information about reviews or recommendations that contain truth and

credibility influences consumer's interest in buying online (Ashur, 2016). Informational support and its relationship with social commerce intention must be investigated, considering the high consumer intensity in social commerce (Liang et al., 2011).

Informational support can significantly affect social commerce intention. This potential effect is based on Lal's (2017) assertion that information strongly and positively influences consumer purchase intention, as information support provides individuals with advice to make good decisions. Informational support is one of the most essential aspects in influencing purchase decisions because, without consumer information, consumers cannot make the decisions (Hossain et al., 2020). Thus, this study hypothesizes the following:

H2: Informational support has a significant effect on social commerce intention.

Emotional support and trust in social media.

It is important to understand how emotional support affects trust in social media. Emotional support is an important part of a consumer's desire and attention that involves consumer trust in social commerce (Al-Tit et al., 2020). Unlike informational support, this aspect stresses that emotional support can help overcome the problem of perception and destruction (Hajli, 2014). Hammouri & Abu-Shanab (2017) argue that emotional support is the basic factor for developing trust.

In this study, it is argued that emotional support significantly affects trust in social media. According to Al-Tit et al. (2020), there is an emotional relationship to trust that begins with the process of understanding. Consumers in different countries have different emotional tendencies when shopping, but the more passionate they feel, the greater their trust in online shopping media (Ashur, 2016). Thus, this study proposes the following hypothesis:

H3: Emotional support has a significant effect on trust in social media.

Emotional support and social commerce intention

Emotional support has the potential to drive social commerce intention. Emotional support manifests in the form of a bond, distress, and empathy, an important factor that prolongs consumers' purchase intention (Liang et al., 2011). Emotional support is useful in increasing consumers' desire to make purchase decisions (Liang et al., 2011). Given consumers' high emotional engagement, it is important to link emotional support with social commerce intention. Lee and Chen (2020) argue that emotional support is useful in providing emotional information involving attention, or liking, as a social and psychological function of purchase intention.

Emotional support has the potential to have a strong impact on social commerce intention. This potential relationship is based on Makmor et al. (2018) research, which states that there is a positive influence between consumer emotions and purchase intentions in social commerce. Another argument is that strong social relationships influence consumers purchase intention (Molinillo et al., 2018). Thus, this study proposes the following hypothesis:

H4: Emotional support has a significant effect on social commerce intention.

Trust in social media and social commerce intention

It is important to examine trust in social media to gain a better understanding of social commerce. Social media is an alternative shopping option due to its convenience in shopping (Maia et al., 2019). Trust in social media has the effect of creating a sense of comfort. Accordingly, trust is the basis for consumers to develop a willingness to buy (Tuncer, 2021).

Trust in social media can drive social commerce intention. Trust plays an essential role in persuading consumers to engage in transactions (Dabbous et al., 2020). Without trust, consumers become sceptical in the decision to purchase stage because trust in social media helps shape purchase intentions (Sharma et al., 2019). Thus, this study proposes the following hypothesis:

H5: Trust in social media has a significant effect on social commerce intention.

Informational support, trust in social media, and social commerce intention

The mediating role of social media trust in the relationship between informational support and social commerce intention is crucial to investigate. The information that companies provide to their prospective customers may not sufficient to support their intention to shop in social commerce (Ashur, 2016). Since there is no face-to-face

interaction between the seller and the consumer in social commerce, it is necessary to investigate trust as a mediating variable in this relationship.

This study argues that trust in social media mediates the relationship between informational support and social commerce intention. Consumers may find online reviews and other information sources useful in building trust in social media (Wang & Hajli, 2014). Consumers need to have trust in social media before they have the intention to shop in the social commerce (Hossain et al., 2020). At such stage, consumers feel that they have made a good decision to buy products in social commerce (Liang et al., 2011). Thus, this study proposes the following hypothesis:

H6: Trust in social media has a significant mediating effect in the relationship between informational support and social commerce intention.

Emotional support, trust in social media, and social commerce intention

Customer care is an essential component of relationship marketing. However, it is currently unclear whether such caring must build trust before it influences engagement in social commerce. Studying this relationship is important because it helps take care of customers in a more mindful way. This is because the emotional factor plays an important role in consumer decision-making (Hu et al., 2019).

Trust in social media can potentially mediate the influence of emotional support on social commerce intention. Emotional support can make customers feel they can rely on social commerce to solve their problems (Al-Tit et al., 2020). Furthermore, trust in social media likely drives purchase intention in social commerce (Sharma et al., 2019). Thus, this study proposes the following hypothesis

H7: Trust in social media significantly mediates the relationship between emotional support and social commerce intention.

III. RESEARCH METHODOLOGY

TikTok Shop is a feature on the TikTok platform that makes it easy for users and content creators to promote and sell products. The number of TikTok users worldwide reached one billion in 2021, or five years after its launch in 2016 (Tempo. co, 2022). A year earlier, 2020, Indonesia is the second largest market for TikTok in the world, with 22.2 million active users (Databoks, 2022). For the above reasons, the current study focuses on TikTok Shop as an important social commerce to investigate.

The respondents in this study are TikTok Shop users. Since access to the data of TikTok Shop users is not possible, a non-probability sampling method was used in this study. Specifically, this study used a purposive sampling technique. This study's total number of respondents eligible for analysis was 242 participants. The characteristics of the respondents show that there were more females (75.6%) than males (24.4%). Regarding age, the majority of respondents were 17-22 years (83.1%), followed by 23-28 years (11.2%), below 17 years (2.5%), above 40 years (1.7%), between 29-34 years (1.2%), and lastly, between 35-40 years (0.4%). Regarding finished education, the majority of respondents were high school graduates or lower (74.8%), bachelor's degrees (14.4%), associate's degree (7.4%), master's degree (2.5%), and doctorate's degree (0.8%). Regarding spending money, most of the respondents spent less than IDR100 thousand (50%), between IDR101-500 thousand (37.2%), between IDR501 thousand-1 million (7%), and lastly, above IDR1 million (5.8%).

This study used question items from previous studies to measure the investigated variables (see Table 1). Furthermore, this study used a Likert scale of 7 points, ranging from 1 for strongly disagree to 7 for strongly agree. The partial least square structural equation modelling (PLS-SEM) approach was used in this study using SmartPLS software. The data were analyzed in two evaluation steps: the evaluation of the measurement model to ensure the validity and reliability of the research instruments and the evaluation of the structural model to test the research hypothesis.

IV. RESULT/FINDING

A. Loading Factor and Average Variance Extracted

Assessment of the measurement model includes item reliability, convergent validity, discriminant validity, and construct reliability. Item reliability was evaluated by factor loading with a minimum criterion of 0.708 (Hair et al., 2019). Table 1 shows that the item loading values for each variable consisting of informational support,

emotional support, trust in social media and social commerce intention, meet the required criterion, demonstrating the reliability of the items used in this study (Hair et al., 2019). Convergent validity was evaluated with an average variance extracted (AVE) value of at least 0.50 to show that each construct explains at least 50% of the object variation (Hair et al., 2019). Table 1 shows that the AVE values are above 0.50, showing convergence validity (Hair et al., 2019).

Table 1. Loading Factor and Average Variance Extracted

Variable	Code	Indicador	Loading	AVE
	SIS01	Content on TikTok Shop allows me to evaluate the products I want to buy	0.905	
	SIS02	Content on TikTok Shop helps me buy the right product	0.911	
	SIS03	Content on TikTok Shop helps me make buying decisions	0.894	
	SES01	Content on TikTok Shop entertains and encourages me to make purchasing decisions	0.890	
	SES02	Content on TikTok Shop makes me feel more confident in making purchasing decisions	0.905	
	SES03	Content on TikTok Shop makes me comfortable shopping	0.915	
	TSM01	Social media helps me meet my needs	0.744	
	TSM02	Social media has a good website	0.835	
	TSM03	Social media has great features	0.872	
	TSM04	Social media features are reliable	0.881	
	SCI01	I will consider TikTok Shop as my first shopping choice	0.871	
	SCI02	I plan to buy goods through TikTok Shop	0.892	
	SCI03	I am waiting to buy goods through TikTok Shop	0.881	

B. Discriminant Validity

Discriminant validity was assessed by the criterion that the square root of AVE must be greater than the correlation of this variable with other variables (Fornell & Larcker, 1981). Table 2 shows that the values meet the criteria, indicating that the variables are empirically distinct (Fornell & Larcker, 1981).

Table 2. Discriminant Validity

	1	2	3	4
1. Informational support	0.903			
2. Emotional support	0.868	0.903		
3. Trust in social media	0.707	0.680	0.835	
4. Social commerce intention	0.647	0.681	0.624	0.881

Note: Square root of AVE in diagonal-bold

C. Cronbach's Alpha and Composite Reliability

Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR) with the values expected to be in the range of 0.70 - 0.95 (Hair et al., 2019). This is because values below 0.70 indicate a lack of reliability of the construct and values above 0.95 indicate a possible similarity between the question items measuring the construct (Hair et al., 2019). Table 3 shows Cronbach's Alpha and CR values meet the criteria, suggesting that the constructs have internal consistency reliability (Hair et al., 2019).

Table 3. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Informational support	0.887	0.930
Emotional support	0.887	0.930
Trust in social media	0.856	0.902
Social commerce intention	0.856	0.912

D. Structural Path Results

This study evaluated the coefficient of determination (R^2). Table 4 shows the R^2 value: 0.517 for trust in social media and 0.514 for social commerce intention. The value of R^2 is considered important because it is above 0.1 (Falk & Miller, 1992). Furthermore, the values are considered high as they are above 0.20 (Hair et al., 2019).

Table 4. Test R^2

Variable	R^2
Trust in social media	0.517
Social commerce intention	0.514

This study then evaluated the predictive relevance (Q^2) to determine the prediction capability using the blindfolding procedure. Table 5 shows Q^2 values for the endogenous construct: 0.389 for social commerce intention and 0.352 for trust in social media. Because the Q^2 values are greater than zero, the exogenous constructs have predictive ability on the endogenous constructs (Hair et al., 2019).

Table 5. Predictive Relevance

	SSO	SSE	Q^2
Informational support	726.000	726.000	
Emotional support	726.000	726.000	
Trust in social media	968.000	627.010	0.352
Social commerce intention	726.000	443.884	0.389

Table 6. Structural Path Results

Hypothesis	Direct effect	Indirect effect	Total effect
H1: SIS → TSM	0.473***	-	-
H2: SIS → SCI	0.091 ^{NS}	-	-
H3: SES → TSM	0.270**	-	-
H4: SES → SCI	0.412***	-	-
H5: TSM → SCI	0.280***	-	-
H6: SIS → TSM → SCI	-	0.132**	0.223 ^{NS}
H7: SES → TSM → SCI	-	0.075*	0.487***

Note: SIS = Informational support; SES = Emotional support;

TSM = Trust in social media; SCI = Social commerce intention

*** Significant at $p < 0.001$. ** Significant at $p < 0.01$.

* Significant at $p < 0.05$ ^{NS} Not significant at $p > 0.5$.

The results of the hypothesis testing appear in Table 6 and illustrated in Figure 2. Informational support has a significant effect on trust in social media (0.473, $p < 0.001$); thus, H1 is supported. Informational support has no significant effect on social commerce intention (0.091, $p > 0.1$); thus, H2 is not supported. Emotional support has a significant effect on trust in social media (0.270, $p < 0.01$) and social commerce intention (0.412, $p < 0.001$); thus, H3 and H4 are supported. Trust in social media has a significant effect on social commerce intention (0.280, $p < 0.001$); thus, H5 is supported. Trust in social media mediates the relationship between informational support and social commerce intention (0.132, $p < 0.01$) and between emotional support and social commerce intention (0.075, $p < 0.05$); thus, H6 and H7 are supported.

V. DISCUSSION

There are six important findings in this study. **First**, this study confirms the effect of informational support on trust in social media. This result is consistent with Rahayu et al. (2017) in the context of Indonesia; Hossain et al. (2020) in the context of the United States and Korea; and Lin et al. (2018) in the context of China. This study focuses on TikTok Shop users whereas previous research focused on Facebook users (Rahayu et al., 2017) and WeChat users (Lin et al., 2018). Informational support is an important construct that helps build trust in social media, especially credible and accurate information creates more trust. The large number of TikTok users in Indonesia (99.1 million) (DataIndonesia, 2022) provides consumers with sufficient information such as

recommendations, advice, and reviews (Liang et al., 2011). This sufficient information leads consumers to believe that social commerce will do something good for them (Rahayu et al., 2017).

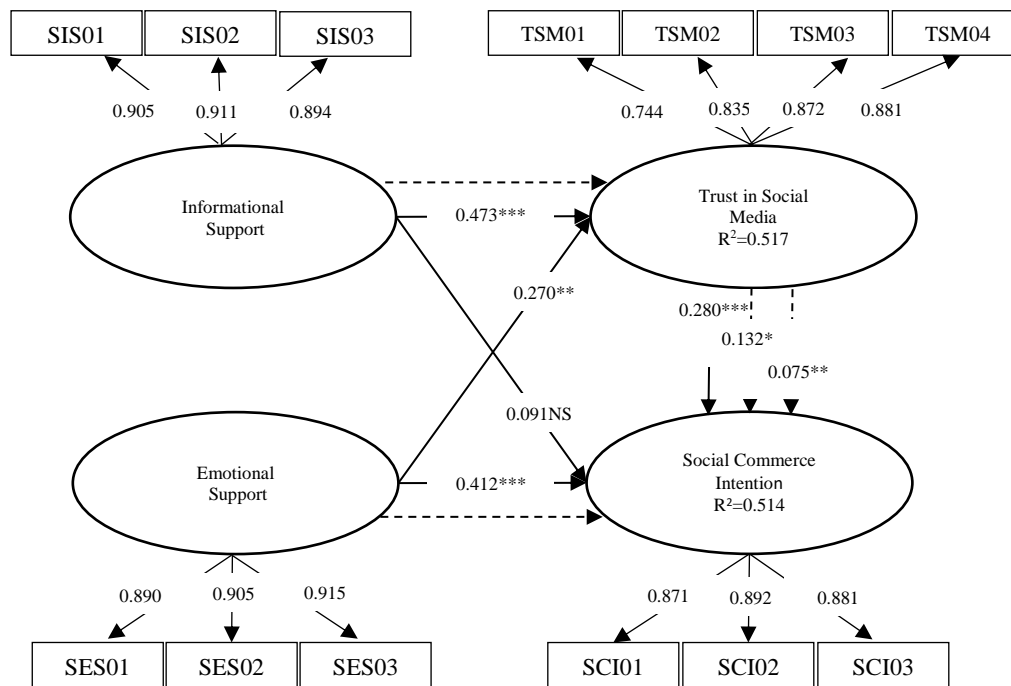
Second, the effect of informational support on social commerce intention is not supported. This finding is contrary to Lal (2017) in the context of India. Meanwhile, Liang et al. (2011) in the context of Taiwan, found that informational support influences social commerce intention. The difference between this research and previous studies is that this research focuses on TikTok Shop users while previous research focus on Facebook, Twitter, and Instagram users (Liang et al., 2011). The explanation for this finding is that TikTok Shop is the most frequently used platform for shopping for Indonesian consumers (45%), followed by WhatsApp (21%), Facebook Shop (10%) and Instagram Shop (10%) (Rizal, 2022). Since it is a frequently used platform, the information tends to be excessive, making it difficult for customers to decide which information to rely on when purchasing (Hossain et al., 2020).

Third, the effect of emotional support on trust in social media is supported. This finding is consistent with Al-Tit et al. (2020) in the context of Saudi Arabian consumers; Rachbini (2017) in the context of Indonesian consumers; and Hajli (2014) in the context of UK consumers, who found emotional support as a stimulus for understanding the concern about trust in social media. Another difference between this research and previous research is that this research focuses on the users of TikTok, while previous research focuses on Facebook (Rachbini, 2017) and Twitter (Al-Tit et al., 2020). The consistency of the above results shows that there is a tendency among global consumers that emotional support drives trust in social media. Emotional support (such as empathy) can simultaneously enhance trust among users of social commerce platforms (Liang et al., 2011). The presence of emotional support makes consumers feel more comfortable and confident in using social media (Rachbini, 2017).

Fourth, the effect of emotional support on social commerce intention is supported. This finding is consistent with Liang et al. (2011) in the context of Taiwanese consumers; and Makmor et al. (2018) in the context of Malaysian consumers, which connects emotional support with social commerce intention. Another difference between this research with the previous research is that this research focuses on TikTok Shop users. In contrast, previous research focuses on Facebook users, Twitter (Liang et al., 2011), and WeChat (Lee & Chen, 2020b). The consistency of this research with previous research suggests that a friendly and supportive social commerce environment can enhance purchase intention (Rachbini, 2017). The above findings show that consumers must be emotionally supported to develop social commerce intention (Lee and Chen, 2020).

Fifth, the effect of trust in social media on social commerce intention is supported. These results support Tuncer (2021) in the context of Turkey; Maurya & Gayakwad (2020) in the context of the United Kingdom; and Lin et al. (2018) in the context of China regarding the impact of trust in social media on purchase intention. The difference between this research and previous research is that this research focuses on TikTok Shop users while last research focuses on users of Facebook, Twitter (Tuncer, 2021), and WeChat (Lin et al., 2018). Social media trust helps consumers understand and persuade them to make purchases (Dabbous et al., 2020). Trust is necessary for consumers to develop purchase intentions and become uncertain in social commerce (Tuncer, 2021). The above findings explain that trust in social media is one of the strongest predictors of social commerce intention (Rachbini, 2017).

Finally, trust in social media mediate the relationship between informational support and social commerce intention as well as between emotional support and social commerce intention. The findings suggest that trust in social media is an essential construct in social commerce within the Indonesian context (Mainardes & Cardoso, 2019; Tuncer, 2021). Trust in social media fully mediates the relationship between informational support and social commerce intention. Furthermore, trust in social media partially mediates the relationship between emotional support and social commerce intention.



Note: ** Significant at $p < 0.01$ *** Significant at $p < 0.001$ NS-Not significant at $p > 0.1$

- > Direct effect
- - - - -> Indirect effect (Mediation)

Figure 2. Structural Model Evaluation Result

VI. CONCLUSION AND RECOMMENDATION

This study concluded that informational support significantly influences trust in social media but not social commerce intention. Furthermore, emotional support significantly influences both trust in social media and social commerce intention. In addition, trust in social media significantly affects social commerce intention. Finally, trust in social media mediates the relationship between informational support and social commerce intention and between emotional support and social commerce intention. Thus, this study contributes to the marketing literature by relating two types of support (informational and emotional) to trust in social media and social commerce intention.

The conclusion includes theoretical and practical recommendations. Theoretically, there are three recommendations. First, this study confirms that informational support and emotional support are essential constructs in social commerce studies (Din et al., 2018; Liang et al., 2011; Makmor et al., 2018). Second, trust helps explain the ways in which informational support indirectly influences social commerce intention (Hajli et al., 2017). Finally, trust in social media influences consumers' social commerce intention (Tuncer, 2021).

In practice, the conclusion provides three recommendations. First, social commerce platforms need to combine informational support and emotional support to promote social commerce intention. The information on social commerce platforms must be credible and the customer support system must treat customers with care. Second, social commerce platforms must make their customers feel that they can rely on the platforms to meet their needs to maintain customers' trust by offering high quality products at affordable prices. Last, social commerce platforms need to make it easier for customers to make purchasing decisions by offering a range of payment options.

Apart from the above contribution of this study, this study also has limitations. This study focuses on TikTok Shop. To advance the understanding of social commerce in Indonesia, this study recommends examining other social commerce platforms such as Instagram and Facebook. Furthermore, this study focuses on the relationship

between variables. This study did not examine the products that consumers usually purchase on social commerce. Future studies may consider exploring a range of product category that they usually buy on social commerce.

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