

DETERMINANTS AND CONSEQUENCES OF TRUST IN SOCIAL MEDIA

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ABSTRACT

Online shopping is currently a trend in Indonesian society. Rapid technological developments provide changes in consumer behavior in making purchasing decisions. An understanding of shopping intentions is very important to understand. This study aims to analyze the effect of guidance shopping affordance on social commerce intention and trust in social media platforms in the Indonesian context. The sampling technique used in this study is purposive sampling with the criteria that respondents have purchased products at TikTok Shop. Data retrieval was carried out online using google form with a total of 251 respondents, then data analysis was carried out using SEM (Structural Equation Modeling) analysis with Smart PLS version 3.0 to test instruments and hypotheses. The results of the study show that guidance shopping affordance is a determinant of trust in social media platforms and social commerce intention. This study further finds that social commerce intention is a consequence of trust in social media.

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1. INTRODUCTION

Technology plays a role in changing consumer behavior. Many activities that were previously carried out offline are now carried out online, one of which is the activity of selling and buying goods. The development of this technology has also caused social media, which was originally only used as a place to share stories and greet other people, to become a place to sell and buy goods. Social media that has buying and selling features is called social commerce. Social commerce emerged from the evolution of e-commerce and its interaction with social networks, bringing innovative benefits based on interactive communication between consumers[1].

Understanding social commerce is important for marketers due to the significant increase in the number of social media users in the last two years. January 2022, the number of social media users worldwide is 4.62 billion which is equal to 58.4% of the total world population[2]. Social media users in the world in January 2021 grew by more than 10% with 424 million new users[3]. The number of social media users in Indonesia is 191.4 million in January 2022[4] or an increase of 21.4 million from January 2021[5]. The above shows that the increase in the number of social media users in Indonesia follows the trend of increasing social users in the world. Research on social media in Indonesia is important as part of understanding social commerce.

The important thing for consumers in deciding to shop on social media is trust in the media. Trust in social media is an important part of consumers in making decisions about where to look for information[6] and then interact with marketers before making shopping decisions on social media[7]. Trust is the main element in understanding consumer shopping behavior in shopping on social media[8]. There are cases of goods that do not match the product display[9] and delays in delivery beyond the time promised[10] emphasized the importance of trust in social media. Research on trust in social media is important to do.

Previous research on trust in social media is still limited. Table 1 presents research on trust in social media in the 2015-2022 period. Research on trust in social media has been conducted

on Chinese consumers[11], Turkey[12], Saudi Arabia[13], India[14], United States of America[15]and Indonesian[16]. Only one study is in the Indonesian context, although social media users are steadily increasing in the country[4]. Variables that have been studied in relation to trust in social media include visibility, metavoicing, shopping guidance[12], social commerce trust[11], [13]e-commerce satisfaction, purchase behavior, social support, consumer review quality[15]and Intention[14], [16]. Guidance shopping affordance and social commerce intention, each sequentially as a determinant and consequence of trust in social media in the Indonesian context, has not been the focus of Indonesian research. The above shows that there is a research gap on trust in social media in Indonesia and this gap underlies the current research.

Table 1. Research Determinants and Consequences Trust in Social Media 2015-2022

Researcher	Results
Lee and Cha (2022)	The variables determining trust in platform (ie voluntary anti-consumption and non-voluntary anti-consumption) and the consequent variables of trust in platform (ie intention to use) for consumers in the United States and India.
Tuncer (2021)	The determinant variables of trust in social media (ie visibility, metavoicing and shopping guidance) as well as the consequent variables of trust in social media (ie social commerce intention) on consumers in Turkey.
Sembada and Koay (2021)	The determinant variable of trust in social media (ie perceived ease of transaction and perceived security of transaction) and the consequence variable of trust in social media (ie intention to shop) on consumers in Indonesia.
Nadeem et al. (2020)	Consequence variable of trust in social media, namely social commerce trust on consumers in Saudi Arabia
Lin et al. (2019)	The determinant variables of trust in social media (ie social support and consumer review quality) as well as the consequent variables of trust in social media (ie e-commerce satisfaction and purchase behavior) on consumers in the United States.
Chen et al. (2015)	The consequence variable of trust in platform is trust in seller to consumers in China.

This study aims to fill the gap of previous research by examining the effect guidance shopping affordance as a determinant of trust in social media and social commerce intention. This study then examines commerce intention as a consequence of trust in social media. The above research is important for three reasons. First, guidance shopping affordance is an important thing for marketers to pay attention to because it makes it easier for consumers to make purchasing decisions[12], [19]. Second, trust in social media is an important element in building long-term relationships between consumers and marketers[20]. Third, social commerce intention very important for the company to profit from sales[21], [22].

2. LITERATURE REVIEW

Guidance shopping affordance

Guidance shopping affordance plays an important role in the ease of transactions between sellers and buyers. Guidance shopping affordance defined as a guide so that consumers can easily find goods that suit their needs and desires[19]. Guidance shopping affordance helps buyers by offering personalized services such as product recommendations in the form of interests or preferences regarding individual consumer products which then provide re-recommendations for products that match the interests or preferences expressed by consumers. This interactivity process is based on the interaction between the buyer and the seller so that the seller can learn

what the buyer is interested in [9]. The use of technology in guidance shopping affordance can make it easier for consumers to communicate directly with marketers through this opportunity which makes social commerce gain good acceptance among consumers.[23].

Trust in social media platforms

Trust in social media platforms plays an important role in making purchasing decisions and consumer loyalty. Trust in social media platforms defined as consumers' perceptions of the institutional structure of the social media system and their feelings about the structural guarantees of the system [24]. Succinctly, trust in social media platforms is a type of institutional based trust. Consumers build trust when they can easily find information about purchasing procedures and get updates on what is happening with respect to the goods purchased which is a common feature of social media commerce.[25]. Ease of getting information[26] and the ease of interacting with online vendors plays a major role in building consumer confidence in social media platforms[27], [28]. Trust in social media platforms rely on effective signals from other social media users. Emotional connection increases consumer confidence in social media platforms in addition to trust and awareness about social media features.

Social commerce intentions

Social commerce intentions play an important role in consumer buying behavior. Social commerce intentions defined as consumers' continuing desire to seek and share commercial information from social commerce sites[29]. Social commerce emerged from the evolution of e-commerce and its interaction with social networks in an innovative way to bring benefits based on interactive communication between consumers[1]. Social commerce includes various commercial activities that support consumers in the evaluation or pre-purchase stage, in the purchase decision, and in the post-purchase stage[30]. Social commerce does not only cover purchases through social networks, but also includes interactions on social networks starting from the buying process, namely previous information, recommendations, and subsequent evaluations.[21], [30].

Hypothesis

The influence of guidance shopping affordance on trust in social media platforms

Deep understanding about trust in social media is very important for marketers. Research on trust in social media has been conducted in the United States[14], [15], however, the relationship between the two variables indicates that guidance shopping affordance has a significant effect on trust in social media platforms found in Turkey[12]. This possibility requires further research to determine the effect of guidance shopping affordance on trust in social media platforms in the context of other countries. This study argues that guidance shopping affordance can significantly influence trust in social media in the Indonesian context due to the close relationship between individuals on social media. Another basis is guidance shopping affordance, which refers to the potential for behavior arising from relationships between individuals[23]. The above argument underlies this research to formulate the following hypothesis:

H1: Guidance shopping affordance has a significant effect on trust in social media platforms

The effect of guidance shopping affordance on social commerce intention

The large number of social media that has evolved into social commerce has created fierce competition between social media to attract consumers. This makes guidance shopping affordance important for marketers to pay attention to. Previous research found that guidance shopping affordance has a positive attachment to social commerce intention in Turkish consumers[12]. Research on guidance shopping affordance on social commerce intention is still limited outside Indonesia[23]. This study argues that guidance shopping affordance has the potential to have a significant influence on social commerce intention in the Indonesian context. Guidance shopping affordance [19] and social commerce intentions[29] have attachments

that can foster consumer purchase intentions after experiencing the convenience of shopping guides. The above argument underlies this research to formulate the following hypothesis:

H2: Guidance shopping affordance has a significant effect on social commerce intention

The effect of trust in social media platforms on social commerce intention

Social commerce intentions is an important focus for marketers because it can increase sales. Trust has a significant effect on social commerce intention in China[6]. Current research argues that consumers have the same buying pattern so that trust in social media platforms has a significant effect on social commerce intention in the Indonesian context.[7], [31]. Referring to this, it is important for this study to examine the effect of trust in social media platforms on social commerce intention to test the consistency of the results. As consumers' desire to search for and share purchase information on social commerce sites increases[29] then it also affects social commerce intention[32]. The above argument underlies this research to formulate the following hypothesis:

H3: Trust in social media platforms has a significant effect on social commerce intention

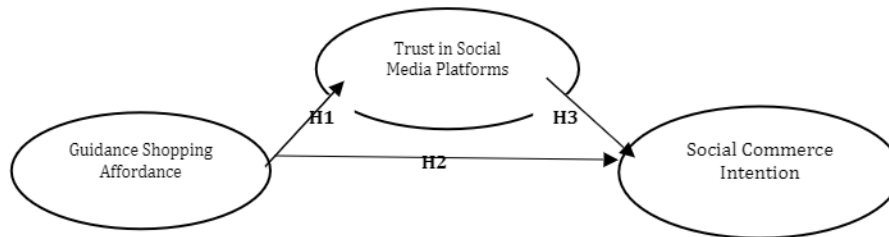


Figure 1. Conceptual Framework

3. METHOD

3.1 Data collection

Referring to the variables of this study, namely guidance shopping affordance, trust in social media platforms and social commerce intention which requires convenience and consumer trust on social commerce platforms, this study uses a quantitative approach method. The sampling technique used is purposive sampling method. The population taken in this study are people who have made purchases on TikTok Shop. Data collection was carried out online using a google form using a seven-point Likert scale where one point "strongly disagree" to seven points "strongly agree". The most optimal seven-point scale to choose from[33] and the results of this study get 251 respondents. All statements in this variable are taken from previous research[12]. Table 2 presents the measurement items used in this study.

Table 2 Research Instruments

Variable	Code	Measurement Items
Guidance Shopping	GSP01	The sellers on TikTok Shop really understand the product I am going to buy.
	GSP02	The seller on TikTok Shop helped me find the products I needed.
	GSP03	The sellers on TikTok Shop helped me determine the merchandise features I needed most.
	GSP04	The sellers on TikTok Shop helped me make sure the goods matched my requests.
Social Commerce Intention	SCI01	I would consider TikTok Shop as my first shopping option.
	SCI02	I am planning to buy things through TikTok Shop.
	SCI03	I am waiting to buy things through the TikTok Shop.

Trust in social media platforms	TSM01	Social media helped me make ends meet
	TSM02	Social media has a great website
	TSM03	Social media has good features
	TSM04	The TikTok Shop feature can be relied on on social media.

3.2 Data analysis

Analysis of the data obtained using SEM (Structural Equation Modeling) analysis with Smart PLS version 3.0 to test instruments and hypotheses. Data analysis in this study was carried out through reliability tests, convergent validity tests, and discriminant validity tests. Evaluation of reliability tests is carried out to ensure each construct has Cronbach's Alpha and Composite Reliability (CR) values which are above 0.7 but still below 0.95 to show that redundancy of indicators is not indicated and satisfactory internal consistency reliability is supported [34]. The measurement of convergent validity is assessed by looking at each Average Variance Extract (AVE) construct has a value above 0.5 so that it states that the construct explains at least 50% of the item variance [34]. Discriminant validity was then tested to determine the construct is empirically different from other constructs in the structural model. The difference between constructs is indicated by the square root of each AVE construct that is greater than the correlation of a construct with another construct [35].

4. RESULTS AND DISCUSSION

The results of this study have the following characteristics of the respondents: according to gender, there are more female respondents (75.3%) than male respondents (24.7%). The age of the most respondents was between 17-22 years (83.3%) and the fewest aged between 35-40 years (0.8%) with the education of the most respondents being high school or equivalent (74.1%) and the least being a doctorate (1.2%). The highest frequency of shopping at the TikTok Shop social commerce is between two and five times (38.2%) and the lowest is over ten times (11.6%). The profile above is supported by the number of TikTok users in Indonesia as many as 92.07 million people aged 18 years and over in early 2022 [4].

Table 3. Respondent Profile

Respondent Profile	Amount	Percent
Gender		
Man	62	24.7%
Woman	189	75.3%
Total	251	100%
Respondent Age		
Under 17 years	6	2.4%
Between 17 – 22 years old	209	83.3%
Between 23 – 28 years	27	10.8%
Between 29 – 34 years	3	1.2%
Between 35 – 40 years	2	0.8%
Over 40 years	4	1.6%
Total	251	100%
Last Education Completed		
SMA/SMK or lower	186	74.1%
Diploma	18	7.2%
Bachelor degree)	38	15.1%
Masters (S2)	6	2.4%
Doctorate (S3)	3	1.2%
Total	251	100%

Shopping Frequency

Very	95	37.8%
Between 2 – 5 times	96	38.2%
Between 6 – 10 times	31	12.4%
Above 10 times	29	11.6%
Total	251	100%

Source: Primary data processed, 2022

This study uses two tests to analyze the data. First, the reliability test where the results of this reliability test aim to show reliable indicators. Second, the validity test which aims to show the research instrument to measure accurately[34].

Table 4. Reliability and convergent validity

Variable	code	loading	t-value	Cronbach's Alpha	CR	AVE
Guidance shopping affordance	GSP01	0.876	52,917	0.915	0.94	0.796
	GSP02	0.880	42,894		0	
	GSP03	0.906	64,193			
	GSP04	0.906	58,582			
Social commerce intentions	SCI01	0.881	37,528	0.868	0.91	0.791
	SCI02	0.897	46,263		9	
	SCI03	0.890	39,453			
Trust in social media platforms	TSM01	0.745	18,263	0.859	0.90	0.701
	TSM02	0.823	31,098		3	
	TSM03	0.881	51,702			
	TSM04	0.891	69,947			

Source: Data Processing, 2022

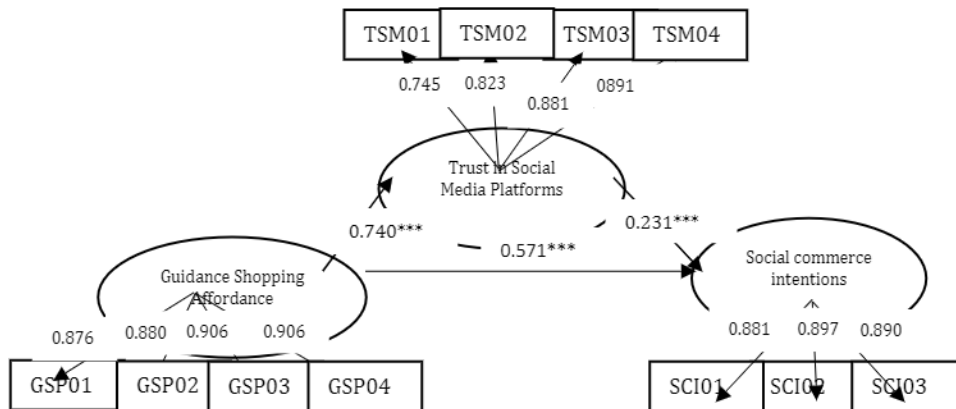
Table 4 also shows that each construct has Cronbach's Alpha and CR values which are above 0.7 but still below 0.95 so that indicator redundancy is not indicated and there is satisfactory internal consistency reliability[34]. Table 4 shows that each construct has an Average Variance Extract (AVE) value above 0.5 which at the same time shows that each construct explains at least 50% of its item variance, providing support for convergent validity.[34].

Table 5. Discriminant validity (square root of the AVEs in diagonal)

	1	2	3
1.Social commerce intentions	0.889		
2.Trust in social media platforms	0.653	0.837	
3.Guidance shopping affordance	0.741	0.740	0.892

Source: Data Processing, 2022

The next step is to test discriminant validity. Table 5 shows the results of the discriminant validity test. Table 5 shows that the square root of AVE has a value greater than the correlation value between that variable and other variables. These results indicate the existence of discriminant validity which means that each construct is empirically different from other constructs[35].



Note: *** Significant at $p < 0.001$

Figure 2. The results of the structural model assessment

Source: Analysis Results, 2022

This study further analyzes the determinant coefficient (R^2) to see how much the endogenous variables are simultaneously able to explain the exogenous variables. Figure 2 shows the value of R^2 : 0.547 for trust in social media platforms and 0.574 for social commerce intention. R value² considered significant because the value is above 0.1 [36] and high in consumer behavior research because the value is above 0.20 [37].

Table 6. Structural path results

Hypothesis	Path coefficient	t-value	p-values	Conclusion
Guidance shopping affordance-->Trust in social media platforms	0.740	19,862	0.000	Supported
Guidance shopping affordance--> Social commerce intention	0.571	10.157	0.000	Supported
Trust in social media platforms-->Social commerce intentions	0.231	3,643	0.000	Supported

Source: Data Processing, 2022

The results of the structural model assessment are illustrated in Figure 2 and presented in Fig. 2 Table 6. All hypotheses are supported. Guidance shopping affordances significant effect on trust in social media platforms (0.740, $p < 0.001$) so that it supports H1. Guidance shopping affordances significant effect on social commerce intention (0.571, $p < 0.001$) so that it supports H2. Trust in social media platforms significant effect on social commerce intention (0.231, $p < 0.001$) so that it supports H3.

Table 7. R^2 . test

Variable	R^2
Trust in social media platforms	0.547
Social commerce intentions	0.574

Source: Processed data, 2022

This study further evaluates the coefficient of determination (R^2). The coefficient of determination is useful for knowing the suitability of the relationship between variables [38]. Table 7 shows the R^2 value for trust in social media platforms of 0.547 and for social commerce

intention of 0.574. ScoreR2 is considered significant because it is above 0.1[36]and high in consumer behavior research because the value is above 0.20[34].

Table 8. Construct Cross-validated Redundancy

	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Social commerce intentions	753,000	418,359	0.444
Trust in social media platforms	1004,000	631,157	0.371
Guidance shopping affordance	1004,000	1004,000	

Source: Data Processing, 2022

The results of the structural model assessment show that the Q2 values for endogenous constructs are: 0.444 for social commerce intention and 0.371 for trust in social media platforms. The Q2 value above has meaning because its value is greater than zero so that exogenous constructs have predictive abilities for endogenous constructs.[34], [37].

5. CONCLUSION

The purpose of this study was to analyze the effect of guidance shopping affordance on trust in social media (H1) and the effect of guidance shopping affordance on social commerce intention (H2) and the influence of trust in social media on social commerce intention (H3). Based on the results of the research that has been done, it can be concluded that The three hypotheses are supported by the research object of TikTok Shop in the context of Indonesian consumers.

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