

## THE DETERMINANT AND CONSEQUENCE 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. This study aims to analyze the effect of guidance shopping affordance on social commerce's intention and trust in social media platforms in the Indonesian context. A total of 251 respondents participated in this study, then data analysis was carried out using SEM (Structural Equation Modeling) analysis with Smart PLS to evaluate research instrument and hypotheses. This study found that guidance shopping affordance is a determinant of trust in social media platforms and social commerce intention. This study further found 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 originally 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 say hello to others, to become a place to sell and buy goods. Social media that has this buying and selling feature is called social commerce. Social commerce emerged from the evolution of e-commerce and its interaction with social networks, innovatively bringing benefits based on interactive communication between consumers [1].

Understanding social commerce has become important for marketers due to the significant increase in the number of social media users in the last two years. In January 2022, the number of social media users worldwide was 4.62 billion, which is equal to 58.4% of the total world population [2]. 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 was 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 upward trend of social media 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 making decisions about where to find information [6] and then interacting with marketers before making shopping decisions on social media [7]. Trust is a key element in understanding consumer spending behavior in shopping on social media [8]. The existence of cases of goods arriving in accordance with the product display [9] and delays in delivery beyond the promised time [10] confirms 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 period 2015-2022. Research on trust in social media has been conducted on consumers in China [11], Turkey [12], Saudi Arabia [13], India [14], the United States [15] and

Indonesia [16]. Only one study on the Indonesian context, although social media users continue to increase in the country [4]. Variables that have been studied in relation to trust in social media include visibility and guidance shopping [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 a concern for 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 on the Determinants and Consequences of Trust in Social Media 2015-2022**

<b>Past Studies</b>	<b>Result</b>
Lee and Cha (2022)	The determinants of trust in platform (namely voluntary anti-consumption and non-voluntary anti-consumption) as well as the consequence (namely intention to use) on consumers in the United States and India.
Tuncer (2021)	The determinants of trust in social media (namely visibility, metavoicing and guidance shopping) and the consequence (namely social commerce intention) on consumers in Turkey.
Sembada and Koay (2021)	The determinants of trust in social media (namely perceived ease of transaction and perceived security of transaction) and the consequence (namely intention to shop) on consumers in Indonesia.
Nadeem et al. (2020)	The consequence of trust in social media on consumers in Saudi Arabia.
Lin et al. (2019)	The determinants of trust in social media (namely social support and consumer review quality) and the consequences (namely e-commerce satisfaction and purchase behavior) on consumers in the United States.
Chen et al. (2015)	The consequence of trust in platform on sellers in China.

This study is intended to fill the gaps of previous studies by examining the influence of guidance shopping affordance as a determinant of trust in social media and social commerce intention. This study further examines commerce intention as a consequence of trusting 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 decide on purchases [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 is very important for companies to get profit [21], [22].

## **2. LITERATURE REVIEW**

### **Guidance shopping affordance**

Guidance shopping affordance plays an important role in the ease of transacting between sellers and buyers. Guidance shopping affordance is defined as a guide so that the consumer can easily find goods that suit his needs and desires [19]. Guidance shopping affordance helps shoppers by offering personalized services as well as product recommendations in the form of interests or preferences related to individual consumer products which then provide recommendations for products that match the interests or preferences expressed by consumers. This process of interactivity 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 makes social commerce gain good acceptance among consumers [23].

### **Trust in social media platform**

Trust in social media platforms plays an important role in making purchasing decisions and a sense of loyalty to consumers. Trust in social media platforms is defined as consumers' perceptions of the institutional structure of a social media system and their feelings regarding the structural guarantees of the system [12]. In summary, trust in social media platforms is a type of institution-based trust. Consumers build trust when they can easily find information about purchasing procedures and get updates on what is happening in relation to purchased items which is a common feature of social media trading [24]. The ease of obtaining information [25] and the ease of interacting with online vendors play a major role in building consumer trust in social media platforms [26], [27]. Trust in social media platforms depend on effective signals from other social media users. Emotional connections increase consumer confidence in social media platforms in addition to trust and awareness about social media features.

### **Social commerce intention**

Social commerce intention plays an important role in consumer purchasing behavior. Social commerce intention is defined as the consumer's ongoing desire to seek and share commercial information from social commerce sites [28]. Social commerce emerged from the evolution of e-commerce and its inter-action with social networks innovatively brings benefits based on interactive communication between consumers [1]. Social commerce includes a variety of commercial activities that support consumers in the evaluation or pre-purchase stage, in purchasing decisions, and in the post-purchase stage [29]. Social commerce not only includes purchases through social networks, but also includes interactions in social networks starting from the purchase process, namely previous information, recommendations, and subsequent evaluations [21], [29].

### **Hypothesis**

#### **The effect of guidance shopping affordance on trust in social media platform**

A deep understanding of trust in social media is essential for marketers. Research on trust in social media has been conducted in the United States [14], [15], but the relationship between the two variables showing that guidance shopping affordance has a significant effect on trust in social media platforms is found in Turkey [12]. This possibility needs to be further researched 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 affect trust in social media in the Indonesian context due to the close relationship between individuals on social media. The above arguments underlie this study to formulate the following hypothesis:

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

#### **The effect of guidance shopping affordance on social commerce intention**

The large number of social media that has evolved into social commerce makes competition fierce between social media to attract consumers. This makes guidance shopping affordance important for marketers to pay attention to. Previous research has 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 in Indonesia [23]. This research 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 intention [28] have attachments that can foster consumers' buying intentions after experiencing the convenience of shopping guidelines. The above arguments underlie this study 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 intention 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 purchasing pattern so that trust in social media platforms has a significant effect on social commerce intention in the Indonesian context [7], [30]. Referring to this, it is important for this study to examine the influence of trust in social media platforms on social commerce intentions to test the consistency of results. When consumers' desire to find and share purchase information on social trading sites increases [28], it also affects social commerce intention [32]. The above arguments underlie this study to formulate the following hypothesis:

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

Figure 1 summarizes the above hypotheses.

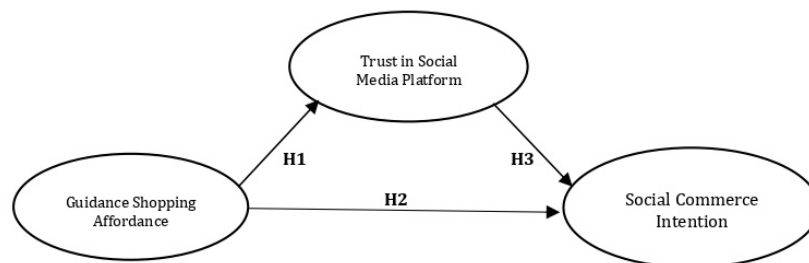


Figure 1. Conceptual Framework

**3. METHOD**

**Data Collection**

The participants of this study were Indonesian users TikTok Shop. This study employed purposive sampling. Data collection is carried out online using google form using a seven-point Likert scale, ranging from 1 for "strongly disagree" to seven for "strongly agree". Seven-point scale is the most optimal option to record the participants' responses [32]. There were 251 respondents. All statements in this variable are taken from previous studies [12]. Table 2 presents the measurement items used in this study.

Table 2. Research Instrument

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 TikTok Shop.
Trust in social media platform	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 social media.

## Data Analysis

Data analysis in this study was carried out through reliability tests, convergent validity tests, and discriminant validity tests. Reliability test evaluations were carried out to ensure each construction had Cronbach's alpha and Composite Reliability (CR) values that were above 0.7 to show satisfactory internal consistency reliability [33]. The measurement of convergent validity is assessed by looking at each construct of the Average Variance Extract (AVE) value above 0.5 so that it states that the construct describes at least 50% of the variance of the item [33]. The validity of the discriminant is further tested to determine the construct empirically in contrast to other constructs in the structural model. The difference between constructs is indicated by the square root of each AVE construct that should be greater than the correlation of one construct with other constructs [34].

## 4. RESULT AND DISCUSSION

The results of this study have the following characteristics of respondents: according to gender, female respondents (75.3%) are more than male respondents (24.7%). The age of the most respondents is between 17-22 years (83.3%) and the least is between 35-40 years (0.8%) with the education of the most respondents being high school or equivalent (74.1%) and the least being doctoral (1.2%). The frequency of shopping on social commerce TikTok Shop is the highest between two to five times (38.2%) and the lowest is more than 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

<b>Respondent Profile</b>	<b>Sum</b>	<b>Percent</b>
<b>Gender</b>		
Male	62	24.7%
Female	189	75.3%
<b>Total</b>	<b>251</b>	<b>100%</b>
<b>Respondent's Age</b>		
Under 17 years old	6	2.4%
Between 17 - 22 years old	209	83.3%
Between 23 - 28 years old	27	10.8%
Between 29 - 34 years old	3	1.2%
Between 35 - 40 years old	2	0.8%
Over 40 years old	4	1.6%
<b>Total</b>	<b>251</b>	<b>100%</b>
<b>Recently Completed Education</b>		
High school or equivalent	186	74.1%
Diploma	18	7.2%
Bachelor (S1)	38	15.1%
Master (S2)	6	2.4%
Doctor (S3)	3	1.2%
<b>Total</b>	<b>251</b>	<b>100%</b>
<b>Shopping Frequency</b>		
Once	95	37.8%
Between 2 - 5 times	96	38.2%
Between 6 - 10 times	31	12.4%
Above 10 times	29	11.6%
<b>Total</b>	<b>251</b>	<b>100%</b>

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 takes measurements correctly [33].

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	0.940	0.796
	GSP02	0.880	42.894			
	GSP03	0.906	64.193			
	GSP04	0.906	58.582			
Social commerce intention	SCI01	0.881	37.528	0.868	0.919	0.791
	SCI02	0.897	46.263			
	SCI03	0.890	39.453			
Trust in social media platform	TSM01	0.745	18.263	0.859	0.903	0.701
	TSM02	0.823	31.098			
	TSM03	0.881	51.702			
	TSM04	0.891	69.947			

Table 4 also shows that each construct has Cronbach's alpha and CR values which are above 0.7 so internal consistency reliability is satisfactory [33]. Table 4 shows that each construct has an Average Variance Extract (AVE) value above 0.5, providing support for convergent validity [33].

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

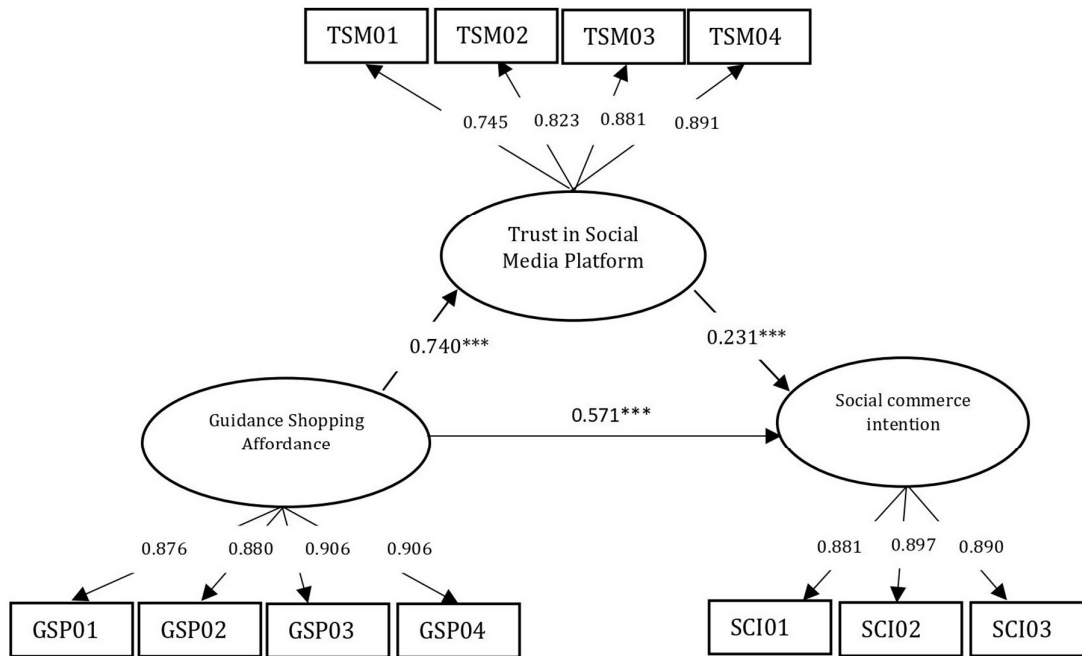
	1	2	3
1. Social commerce intention	<b>0.889</b>		
2. Trust in social media platform	0.653	<b>0.837</b>	
3. Guidance shopping affordance	0.741	0.740	<b>0.892</b>

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 between the variable and other variables. These results indicate that each construct is empirically different from other constructs [34].

Table 6. Structural path results

Hypothesis	Path coefficient	t-value	p-value	Conclusion
Guidance shopping affordance --> Trust in social media platform	0,740	19,862	0,000	Supported
Guidance shopping affordance --> Social commerce intention	0,571	10,157	0,000	Supported
Trust in social media platform --> Social commerce intention	0,231	3,643	0,000	Supported

The results of the assessment of the structural model are presented in Table 6 and illustrated in Figure 2. All hypotheses are supported. Guidance shopping affordance has a significant effect on trust in social media platform (0.740,  $p < 0.001$ ), thus supporting H1. Guidance shopping affordance has a significant effect on social commerce intention (0.571,  $p < 0.001$ ), thus supporting H2. Trust in social media platform has a significant effect on social commerce intention (0.231,  $p < 0.001$ ), thus supporting H3.



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

Figure 2. Results of structural model assessment

The finding that guidance shopping affordance influences trust in social media platform is in line with the research of Tuncer [12] which states that guidance shopping affordance is the most effective determinant of trust in social media platform because it reveals the importance of guidance in finding consumers' needs. Because consumers and the providers of the products do not interact face to face, the finding of this study is crucial to advance the understanding on how to improve consumers' trust in social media.

Furthermore, the finding that guidance shopping affordance influences social commerce intention is in accordance with the current phenomenon, where there is a lot of social commerce that is not accompanied with a shopping guidance. The existence of a shopping guide is an advantage for social commerce in convincing or forming shopping intention [12]. Because social commerce intention is a readily executable decision, the finding of this study is crucial to increase sales in the social commerce.

Finally, the finding that trust in social media platform influences social commerce intention is in line with previous research which states that trust in the platform is important in developing the intention to shop [12]. Trust in social media is an important necessary condition to drive the intention to shop in the social media by considering that consumers still perceive that there are financial risks associated with buying in the social commerce [12]. The finding of this study is crucial in helping marketers better serve the markets and improve the products' sales accordingly.

Table 7. Uji R<sup>2</sup>

Variable	R <sup>2</sup>
Trust in social media platform	0,547
Social commerce intention	0,574

This study further evaluates the coefficient of determination (R<sup>2</sup>) as shown in Table 7. The coefficient of determination is useful for analyzing the suitability of the relationship between

variables [35]. Table 7 shows the  $R^2$  value for trust in social media platforms of 0.547 and for social commerce intention of 0.574. The values of  $R^2$  are considered significant because they are above 0.1 [36] and high in consumer behavior research because the values are above 0.20 [33].

Table 8. Construct Cross-validated Redundancy

	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Social commerce intention	753.000	418.359	0.444
Trust in social media platform	1004.000	631.157	0.371
Guidance shopping affordance	1004.000	1004.000	

In addition, this study evaluates predictive relevance as shown in Table 8. As Table 8 shows, the  $Q^2$  values for endogenous constructs are: 0.444 for social commerce intention and 0.371 for trust in social media platform. The values of  $Q^2$  are meaningful because the values are greater than zero so that the exogenous construct has predictive ability for endogenous constructs [33].

## 5. CONCLUSION

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

Suggestions for further research is to use other variables besides the variables in the current study to enrich research on TikTok Shop and understand consumer behavior in using social media as a place to shop. Further research can develop a research model to be tested on various social media used by Indonesian consumers as a place to shop.

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