


# Driving Social Commerce Adoption in Indonesia: The Role of Trust, Reviews, and Platform Features

Asri Sundari<sup>1</sup>, R Dewi Pertiwi<sup>2</sup>

Universitas Kebangsaan Republik Indonesia

Article Info	ABSTRACT
<p><b>Keywords:</b> Social Commerce, Trust, User Reviews, Platform Features.</p>	<p>Developments in information and communication technology have supported the emergence of social commerce as a new form of online transactions that combines the functions of social media and e-commerce. This study aims to deeply understand the factors driving social commerce adoption in Indonesia, focusing on trust, reviews, and platform features. The study was conducted using a qualitative approach with descriptive methods. The results indicate that trust, user reviews, and platform features play a significant role in driving social commerce adoption in Indonesia. Trust has been shown to be a key factor influencing purchasing decisions, with information transparency, transaction security, and seller reputation contributing significantly to consumers' sense of security. User reviews serve as social proof, helping potential buyers assess product quality and seller reliability, while interactive features such as live shopping and user-generated content enhance engagement and the shopping experience. Overall, the combination of trust, social support through reviews, and innovative platform features creates a more credible and engaging social commerce ecosystem for Indonesian consumers.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Asri Sundari Universitas Kebangsaan Republik Indonesia <a href="mailto:22asrisundari@gmail.com">22asrisundari@gmail.com</a></p>

## INTRODUCTION

In today's digital economy, digital technology is critical for the development of new products and services, the generation of value, and the building of competitive advantages across several markets (Koch & Windperger, 2017). The increasing use of the internet and digital gadgets has resulted in a considerable increase in the number of internet users, creating a market with enormous potential for online company growth. Customers may now quickly access information, make purchases, and obtain after-sales support via computers or mobile devices. Currently, individuals have a high predilection for purchasing things through apps and websites in big numbers (Kim et al., 2017).

Furthermore, the rapid expansion of social networks and the global reach of the internet have had a profound impact on the online business landscape (Heidemann et al., 2012). E-commerce has experienced exponential growth, with billions of people engaging in online shopping every day, many of whom prefer this convenience to in-store purchases due to time constraints (Sharma et al., 2023). This surge in online shoppers has increased competition

among sellers, prompting them to seek innovative methods to promote their products in the digital marketplace (Sahu & Sigh, 2023).

E-commerce, or electronic commerce, is the purchase and sale of goods and services via the internet. E-commerce has grown in popularity globally due to widespread internet access and the use of mobile devices (Dumanska et al., 2021). In recent years, e-commerce has transformed by adopting social media platforms, resulting in social commerce, or s-commerce. This development has the potential to transform the e-commerce business, especially in underdeveloped nations (Chmielarz & Parys, 2017).

E-commerce refers to the process of purchasing things via a website, online store, or brand-specific app. In contrast, s-commerce refers to the direct sale of goods and services using social media sites (Rutter, 2014). The entire shopping process, from product discovery to selection and payment, occurs on social media platforms that encompass a wide range of platforms. For example, Facebook employs artificial intelligence (AI) to give users with relevant material, including text, images, and videos, as well as to modify ad formats—an important feature of the digital age (Mikalef et al., 2013). Furthermore, Facebook and Instagram enable businesses to write posts, allowing social media users to make direct transactions. Snapchat has implemented a similar feature, though it is currently in the testing stage. Pinterest's social commerce is supplied through "pins," which, when clicked, connect users to a specific e-commerce website (Joshi, 2025).

Indonesia has one of the world's highest social media penetration rates. According to We Are Social (2024), over 191 million Indonesians actively use social media, with the majority using sites such as TikTok, Instagram, and Facebook for online shopping. This highlights Indonesia's immense social commerce growth potential. Despite its growing popularity, the characteristics that motivate customers to fully adopt and trust social commerce platforms still demand further exploration (Putri et al., 2024).

Despite its rapid growth, the adoption rate of social commerce in Indonesia is still influenced by various complex factors. Not all social media users are interested in transacting directly on these platforms. Some remain skeptical about transaction security, product authenticity, and seller credibility (Handarkho, 2021). Therefore, it is important to understand the factors that drive people to trust and ultimately adopt social commerce as their primary shopping channel. This understanding is key for businesses in developing effective digital marketing strategies (Rahman et al., 2020).

Trust is a fundamental factor in all online commerce activities, including social commerce. Consumers' decisions to purchase a product are heavily influenced by their level of trust in the seller, the payment system, and the security of their personal data (Kim et al., 2010). In the context of social commerce, trust is built not only through the seller's reputation but also through social interactions, testimonials, and two-way communication between sellers and buyers. The higher a consumer's level of trust, the more likely they are to make repeat transactions (Flavián & Guinalú, 2006)

In addition to trust, user reviews, or online reviews, play a crucial role in driving social commerce adoption. Reviews provided by other users are often used by potential buyers to assess the quality of a seller's products and services (Zhao et al., 2023). Consumers tend to

trust other users' real-life experiences over sellers' promotions. Therefore, the presence of positive reviews can increase perceived value and encourage consumers to make purchasing decisions, while negative reviews can be a major deterrent (Busalim, 2016).

Another influential factor is the features provided by social commerce platforms. Features such as user-friendly interfaces, secure payment systems, easy communication with sellers, and the ability to share content interactively contribute to creating a comfortable and enjoyable shopping experience (Huang & Benyoucef, 2013). The more comprehensive and user-friendly a platform's features are, the greater the likelihood of users being attracted to and continuing to use the service. In other words, feature innovation is a crucial element in increasing social commerce adoption (Lăzăroiu et al., 2020).

Given the rapid development of social commerce in Indonesia and the complexity of the factors influencing it, this research is crucial. A deeper understanding of the role of trust, user reviews, and platform features is expected to provide a comprehensive picture of digital consumer behavior in the modern era. In addition to providing academic contributions to the development of consumer behavior and digital marketing theory, the results of this study are also expected to serve as a practical reference for businesses in increasing consumer trust, strengthening brand reputation, and optimizing social media-based marketing strategies in Indonesia.

## METHOD

This sort of research employs a descriptive method combined with a qualitative approach. This research accurately describes and explains the diseases or symptoms reported. Sugiyono (2020) defines qualitative research methods as those used to examine natural object conditions in which the researcher is the key instrument, data collection techniques are triangulated (combination), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. The purpose of this study is to present an overview, characterize, and analyze the current conditions for encouraging social commerce adoption in Indonesia: The Role of Trust, Reviews, and Platform Features. Furthermore, data collecting procedures include four methods: observation, interviews, documentation, and combination/triangulation. Following data collecting, the next step is analysis and debate. According to Miles and Huberman in Sugiyono (2020), qualitative data analysis is performed interactively and continually until completion, resulting in data saturation. Data analysis involves four steps: data gathering, data reduction, data display, and data verification.

## RESULT AND DISCUSSION

### The Role of Trust, Reviews, and Platform Features in Driving Social Commerce Adoption in Indonesia

#### The Role of Trust

Trust is a key foundation driving online transactions, especially on social commerce platforms that involve direct interaction between sellers and buyers. Factors that build trust include:

#### **a. Transparent Information**

Transparent information is one of the key factors building trust in social commerce. In the context of online transactions, buyers cannot see or touch the product directly, so they rely heavily on the information provided by the seller. Accurate, complete, and honest product descriptions help reduce the uncertainty and perceived risk that often arise in the online purchasing process. When sellers clearly display details such as product specifications, materials, sizes, condition, and return policies, buyers feel more secure and confident in the seller's credibility. This transparency demonstrates the seller's commitment to maintaining integrity and providing a trustworthy shopping experience.

Conversely, a lack of transparency can raise suspicion and undermine consumer trust. Buyers are less likely to make a transaction if the seller provides unclear information, conceals product flaws, or uses misleading images. Therefore, information transparency serves not only as a communication strategy but also as a foundation for building long-term relationships between sellers and buyers. Sellers who consistently provide honest information will more easily earn positive reviews, improve their reputation, and encourage consumer loyalty in the social commerce ecosystem.

#### **b. Transaction Security**

Transaction security is a crucial factor in building consumer trust on social commerce platforms. In online buying and selling, customers are often required to provide personal data and financial information, such as account numbers or payment card details. Therefore, platforms must be able to guarantee that the entire transaction process is conducted through a secure, encrypted system, and protected from potential data leaks. Guaranteed security will create a sense of comfort and confidence for users that their information will not be misused. With this security guarantee, consumers will be more trustworthy and encouraged to continue transacting on the platform.

Conversely, if a security breach occurs, such as a data leak or transaction fraud, consumer trust can plummet. System insecurity can damage the platform's reputation and discourage customers from returning to a platform, even turning to other platforms perceived as more trustworthy. Therefore, social commerce providers must consistently enhance their security systems, such as implementing double authentication, encryption-based data protection, and verifying authorized sellers. Security efforts serve not only as technical safeguards but also as a manifestation of the platform's ethical commitment to creating a safe and trustworthy transaction environment.

#### **c. Seller Reputation**

A seller's reputation is a crucial factor in building customer trust in social commerce. A good reputation is typically built on a seller's consistency in providing satisfactory service and maintaining the quality of the products they sell. When a seller is able to repeatedly meet buyer expectations, whether in terms of timely delivery, product authenticity, or responsiveness to customer inquiries, a positive image naturally develops. This good reputation serves as an indicator of the seller's reliability and credibility, so potential buyers tend to feel more secure in making transactions without hesitation.

Conversely, a poor reputation resulting from negative reviews, products not as described, or slow service can significantly reduce customer trust. In the social commerce environment, a seller's reputation spreads quickly through comments, reviews, and recommendations from other users. Therefore, maintaining a reputation is essential for every seller who wants to survive in the competitive digital marketplace. Sellers who are able to build a positive reputation not only gain customer trust but also have the opportunity to gain long-term loyalty and increase sales through organic word-of-mouth promotion.

### **The Role of Reviews**

Reviews from other users act as powerful social proof and significantly influence purchasing decisions.

#### **a. Social Proof**

Reviews from other users play a crucial role in building trust and influencing purchasing decisions in social commerce. In a digital environment where interactions between sellers and buyers are not face-to-face, reviews serve as a form of social proof, demonstrating the genuine experiences of other users. Potential buyers often use reviews as an additional source of information to assess whether a product meets their needs and expectations. Positive reviews can provide a sense of security and confidence that the product is of good quality and that the seller is trustworthy in terms of service and product authenticity.

Conversely, negative reviews can raise doubts and reduce potential customers' purchase intentions. Therefore, the presence of honest and relevant reviews is a crucial factor in establishing a store or seller's credibility on social commerce platforms. Sellers who actively respond to reviews, both positive and negative, demonstrate professionalism and concern for their customers. Therefore, user reviews are not just a product evaluation tool, but also a two-way communication tool that can strengthen the relationship between sellers and buyers and increase trust in the online commerce ecosystem.

#### **b. Product Information**

Product information conveyed through user reviews is highly authentic because it comes from buyers' firsthand experiences. Unlike product descriptions created by sellers, which tend to be promotional in nature, reviews provide a more objective, realistic, and factual perspective. Potential buyers can gain a clearer picture of a product's advantages and disadvantages based on the real experiences of other users. This helps reduce uncertainty and strengthen confidence in the purchasing decision-making process.

In addition to providing additional information, reviews also complement seller descriptions. Buyers can learn details that may not be included in official descriptions, such as product durability, comfort of use, and shipping speed. The combination of transparent product descriptions from sellers and authentic information from user reviews creates a more trustworthy social commerce ecosystem. Thus, reviews not only serve as a medium for sharing experiences but also play a crucial role in building trust and strengthening relationships between buyers, sellers, and the platform.

#### **c. Review Management**

Review management is a crucial aspect of building and maintaining consumer trust on social commerce platforms. Customer reviews, both positive and negative, reflect the public's

perception of the quality of a seller's products and services. Therefore, sellers need to manage each review wisely and responsively. Responding to positive reviews with a thank you can strengthen relationships with customers, while responding politely and providing solutions to negative reviews demonstrates the seller's professionalism and commitment to correcting shortcomings. A quick and appropriate response conveys the impression that the seller cares about the buyer's experience and strives to provide the best possible service.

Conversely, ignoring or responding emotionally to reviews can damage a seller's image and undermine the trust of potential buyers. In the highly open world of social commerce, how sellers respond to criticism is easily visible to the public and impacts the store's overall reputation. Therefore, review management must be strategic, viewing every feedback as an opportunity to improve product and service quality. Sellers who manage reviews professionally not only strengthen a positive image but also increase customer loyalty and build long-term trust amidst increasingly competitive digital markets.

### **The Role of Platform Features**

The features provided by social commerce platforms can enhance the shopping experience and drive adoption.

#### **a. Social Interaction**

Social interaction is a crucial element of social commerce that distinguishes it from traditional forms of online commerce. Through features such as comment sections, live chat, and community groups, users can interact directly with sellers and other buyers. This interaction creates a two-way communication space that allows potential buyers to obtain additional product information, ask sellers questions directly, or even discuss with other experienced users. This type of social engagement not only increases transparency and trust but also makes the shopping process more dynamic and participatory.

In addition to providing easy access to information, social interaction on social commerce platforms also has an emotional influence on consumer behavior. When buyers feel supported by the community or receive a quick response from sellers, they tend to feel more confident and comfortable in making purchasing decisions. This social support creates a sense of community and strengthens the relationship between users and sellers, which ultimately can increase customer loyalty. Thus, social interaction features serve not only as a communication tool but also as a psychological factor that drives social commerce adoption by building trust and social engagement in the digital environment.

#### **b. Live shopping**

The live shopping feature is a significant innovation in the social commerce ecosystem, combining elements of entertainment, social interaction, and real-time transactions. Through live broadcasts, sellers can introduce products, demonstrate how to use them, and answer questions from the audience directly. This feature provides buyers with the opportunity to obtain more in-depth and authentic product information, while also assessing the seller's credibility through their communication and responsiveness. Thus, live shopping serves not only as a promotional tool but also as a tool to build trust and closeness between sellers and consumers.

The live shopping experience feels more personal and engaging because it creates an interactive atmosphere that resembles face-to-face communication. Buyers can experience "co-shopping" with thousands of other users, strengthening the social element of the purchasing process. Furthermore, exclusive promotions, discounts, or bonuses available only during the broadcast further enhance the appeal and urgency for consumers to make a purchase. Therefore, the live shopping feature plays a significant role in increasing user engagement, accelerating the decision-making process, and encouraging the adoption of social commerce among Indonesia's digital population.

### **c. User-generated content (UGC)**

User-generated content (UGC) is a crucial factor in strengthening trust in social commerce. Platforms that enable users to share their experiences through product reviews, photos, or videos provide high levels of authenticity for potential buyers. Unlike promotional content from sellers, which tends to be persuasive, UGC is considered more honest and credible because it stems from real consumer experiences. When potential buyers see visual evidence or direct testimonials from other users, they become more confident in the product's quality and the seller's reliability. Thus, UGC serves as strong social proof in building trust in the digital environment.

In addition to strengthening trust, user-generated content also increases the effectiveness of promotions because it captures the emotional and realistic side of user experiences. Content created by consumers often feels more natural and relatable, enabling it to organically attract the attention of potential buyers. Platforms that actively encourage user participation in sharing their experiences create interactive and highly influential communities. This not only expands marketing reach but also strengthens the social connection between users and brands. Therefore, the presence of UGC is a crucial strategy for creating authentic promotions while increasing the adoption rate of social commerce among modern consumers.

## **Strategies to Drive Social Commerce Adoption in Indonesia**

To encourage the adoption of social commerce in Indonesia, businesses and platforms can employ several strategies:

### **a. Build community interaction**

To encourage the adoption of social commerce in Indonesia, businesses need to build strong community interaction between sellers and consumers. This interaction can be conducted through various platforms such as discussion forums, community groups, or live Q&A sessions on social media. Through these interactive spaces, customers can share experiences, provide recommendations, and exchange information regarding products and services. These activities not only create an emotional bond between sellers and buyers but also foster a sense of community among community members. When consumers feel part of an active and positive community, their level of trust and loyalty to a brand or platform increases significantly.

In addition to strengthening social relationships, building community interaction also serves as an effective and organic marketing tool. A well-managed community can be a

powerful source of word of mouth, with members voluntarily recommending products to others. Businesses can capitalize on this opportunity by holding live Q&A sessions, product photo contests, or themed discussions to maintain customer engagement. In this way, social commerce becomes not only a place for transactions, but also a space for social interaction that supports a more personalized, dynamic, and sustainable shopping experience.

**b. Optimize interactive features**

Optimizing interactive features is a crucial strategy in driving the adoption of social commerce in Indonesia. Features such as live shopping, polls, and live Q&A sessions allow sellers to interact with their audiences in real time. Through live shopping, sellers can showcase products live, answer customer questions, and provide more convincing demonstrations. Meanwhile, polls and Q&A sessions help build more open two-way communication between sellers and buyers. This active and responsive interaction creates a more lively and personalized shopping experience, thereby increasing consumer trust and interest in making transactions.

In addition to strengthening the relationship between sellers and customers, interactive features also serve as a tool for understanding consumer preferences and behavior more deeply. Responses from polls or questions asked during live sessions can provide valuable input for businesses in developing more targeted marketing strategies. By maximizing these features, platforms and sellers can create an engaging, participatory, and emotionally engaging shopping environment. This will ultimately strengthen the appeal of social commerce as a modern shopping medium that is not only functional, but also entertaining and interactive.

**c. Improve review quality**

Improving review quality is a strategic step in strengthening consumer trust and encouraging social commerce adoption. Clear, honest, and verified reviews provide valuable information for potential buyers in assessing a product and a seller's reputation. Businesses can encourage customers to write quality reviews by offering incentives, such as discounts, loyalty points, or small gifts for users who provide feedback after a transaction. Such incentives not only motivate consumers to actively participate but also help create a richer and more trustworthy review database.

Furthermore, social commerce platforms also play a crucial role in maintaining the relevance and credibility of the reviews they display. Developing algorithm-based moderation systems and manual review can be used to filter out fake, exaggerated, or irrelevant reviews. By showcasing verified and helpful reviews, platforms can increase public trust in their digital ecosystem. The combination of active user participation and an effective moderation system will create a more transparent, informative, and customer-experience-oriented shopping environment, thereby strengthening the appeal and sustainability of social commerce in Indonesia.

**d. Focus on reputation and service**

Focusing on reputation and service is key to building long-term trust in social commerce. A good reputation isn't built instantly, but rather through consistent delivery of satisfactory customer service, products that match descriptions, and timely delivery. When sellers

consistently meet customer promises and expectations, trust naturally grows. Satisfied customers are more likely to leave positive reviews and recommend the seller to others, creating a word-of-mouth effect that strengthens the seller's image and credibility in the public eye.

Conversely, negligence in maintaining service quality can damage reputation and erode consumer trust. Sellers need to ensure a responsive, transparent, and responsive customer service system for any complaints or questions. Furthermore, fast delivery and products that match descriptions will reinforce the perception of a seller's high integrity. By consistently maintaining a reputation and providing service, sellers not only retain existing customers but also attract new ones through the ongoing trust they build. This trust is the foundation for the long-term success of social commerce in Indonesia.

#### **e. Collaboration with Influencers**

Collaboration with influencers is one of the most effective strategies for driving social commerce adoption in Indonesia. Influencers have a significant influence on the opinions and behaviors of their followers because they are perceived as credible, authentic, and relatable. Engaging influencers relevant to a product category can increase brand visibility and strengthen trust among potential buyers. Influencers' organic recommendations are often more convincing than conventional advertising, as they are perceived as authentic, personal experiences. Thus, these collaborations not only expand the reach of promotions but also build emotional connections between brands and consumers through trusted influencers.

However, the success of this strategy depends on selecting the right and credible influencers. Brands need to ensure that the influencer's values, communication style, and reputation align with the image of the product being promoted. Influencers with an active and loyal following can help create a long-term impact on brand perception and increase consumer purchase intention. Furthermore, transparency in collaborations is crucial to maintaining public trust, for example by clearly labeling paid content. With strategic and authentic collaborations, influencer marketing can be a powerful force in strengthening consumer trust and driving the growth of social commerce in Indonesia.

## **CONCLUSION**

Based on the research described above, it can be concluded that social commerce adoption in Indonesia is influenced by several key factors, namely trust, user reviews, and platform features. Trust is the most important foundation in building relationships between sellers and buyers, where information transparency, transaction security, and seller reputation play a significant role in creating a sense of security for consumers. Without trust, users tend to hesitate to make transactions, even if the platform offers various conveniences and attractive features. Therefore, building and maintaining trust is a strategic step for the long-term success of social commerce. In addition to trust, user reviews serve as social proof, significantly influencing purchasing decisions. Reviews provide authentic information from real consumer experiences, complementing product descriptions provided by sellers. Good review management, particularly in responding to negative reviews professionally, can strengthen seller credibility and increase customer loyalty. Meanwhile, interactive features

such as live shopping, comment sections, and user-generated content enrich the shopping experience and create an emotional connection between users and sellers. Active and transparent interaction within the platform can strengthen trust and encourage ongoing consumer participation. To encourage broader adoption of social commerce in Indonesia, businesses and platforms need to implement strategies that focus on social connections and user experience. This can be achieved by building interactive communities, optimizing real-time features like live shopping, improving review quality, maintaining reputation and service, and collaborating with credible influencers. An approach that emphasizes transparency, honesty, and social engagement will strengthen public trust in the digital commerce ecosystem. Thus, social commerce has significant potential to become a crucial pillar in the growth of an inclusive, sustainable, and trust-driven Indonesian digital economy.

## REFERENCES

- Busalim, A. H. (2016). Understanding social commerce: A systematic literature review and directions for further research. *International Journal of Information Management*, 36(6), 1075-1088.
- Chmielarz, W., & Parys, T. (2017). The use of mobile technologies in e-commerce. In *ICERI2017 Proceedings* (pp. 4008-4016). IATED.
- Dumanska, I., Hrytsyna, L., Kharun, O., & Matviiets, O. (2021). E-commerce and M-commerce as Global Trends of International Trade Caused by the Covid-19 Pandemic.
- Flavián, C., & Guinalú, M. (2006). Consumer trust, perceived security and privacy policy: three basic elements of loyalty to a web site. *Industrial management & data Systems*, 106(5), 601-620.
- Handarkho, Y. D. (2021). Social experience vs. social technology in enhancing the intention to use social commerce: a case study of Indonesia. *Journal of Enterprise information management*, 34(3), 860-883.
- Heidemann, J., Klier, M., & Probst, F. (2012). Online social networks: A survey of a global phenomenon. *Computer networks*, 56(18), 3866-3878.
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246-259.
- Joshi, M. (2025). *Intro to E-Commerce and Social Commerce*. Educohack Press.
- Kim, C., Tao, W., Shin, N., & Kim, K. S. (2010). An empirical study of customers' perceptions of security and trust in e-payment systems. *Electronic commerce research and applications*, 9(1), 84-95.
- Kim, M., Kim, J., Choi, J., & Trivedi, M. (2017). Mobile shopping through applications: Understanding application possession and mobile purchase. *Journal of Interactive Marketing*, 39(1), 55-68.
- Koch, T., & Windsperger, J. (2017). Seeing through the network: Competitive advantage in the digital economy. *Journal of organization design*, 6(1), 6.
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. *Frontiers in psychology*, 11, 890.

- Mikalef, P., Giannakos, M., & Pateli, A. (2013). Shopping and word-of-mouth intentions on social media. *Journal of theoretical and applied electronic commerce research*, 8(1), 17-34.
- Putri, N., Prasetya, Y., Handayani, P. W., & Fitriani, H. (2024). TikTok Shop: How trust and privacy influence generation Z's purchasing behaviors. *Cogent Social Sciences*, 10(1), 2292759.
- Rahman, A., Fauzia, R. N., & Pamungkas, S. (2020). Factors influencing use of social commerce: an empirical study from Indonesia. *The Journal of Asian Finance, Economics and Business*, 7(12), 711-720.
- Rutter, R. N. (2014). A retailer perspective of e-commerce brand management. In *E-commerce platform acceptance: Suppliers, retailers, and consumers* (pp. 101-128). Cham: Springer International Publishing.
- Sahu, G., & Singh, S. (2023). eCommerce: An Emerging Platform to Boost Global Economy. *International Journal For Multidisciplinary Research*, 5(1).
- Sharma, A., Mishra, S. K., & Srivastav, V. K. (2023). The Evolution And Impact Of E-Commerce. *Journal of Namibian Studies*, 33.
- Sugiyono. (2020). *Metode Penelitian Kualitatif*. Penerbit Alfabeta.
- Zhao, W., Hu, F., Wang, J., Shu, T., & Xu, Y. (2023). A systematic literature review on social commerce: Assessing the past and guiding the future. *Electronic commerce research and applications*, 57, 101219.