


The Effect of Social Support on Relationship Quality and Social Commerce Intention

Evi Noviaty

Faculty of Economics and Business, Universitas Mohammad Husni Thamrin
Jalan H. Bokir Bin Dji'un (d/h Jl. Raya Pondok Gede) No.23-25, Dukuh, Kramatjati, Jakarta Timur, 13550

Article Info	ABSTRACT
<p>Keywords: Social Support, Relationship Quality, Social Commerce Intention, Social Media, Consumer Behavior</p>	<p>In the era of social commerce, individuals share their knowledge, experiences, and information about products and services with people in their neighborhoods or close friends. Based on social support theory, relationship quality, and social media concepts, this study proposes a model that aims to investigate more deeply the role of social factors influencing relationship quality—comprising commitment, trust, and satisfaction—as well as social commerce intention. Data were collected through online surveys and questionnaires distributed via the most popular social networking sites in Indonesia. The proposed model was empirically tested using the PLS-SEM method. The results indicate that social factors have a significant influence on relationship quality and social commerce intention. This study highlights changes in consumer behavior in the era of social commerce and contributes to the development of theory in the social commerce context. Practically, the findings suggest that technological changes in e-commerce present both new opportunities and challenges for practitioners to adapt and effectively leverage these developments.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Evi Noviaty Faculty of Economics and Business, Universitas Mohammad Husni Thamrin Jalan H. Bokir Bin Dji'un (d/h Jl. Raya Pondok Gede) No.23-25, Dukuh, Kramatjati, Jakarta Timur, 13550 evi.noviaty@yahoo.com</p>

INTRODUCTION

The development of the digital world in Indonesia has entered a new phase marked by extremely rapid growth. This can be observed from the number of internet users in Indonesia in 2024, which reached 221 million people, or approximately 79.5 percent of the total population, with Millennials and Generation Z as the largest user groups. The majority of internet users are located on the island of Java, accounting for around 57.8 percent of total internet users. Sumatra ranks second with 20.7 percent, followed by Sulawesi at 6.47 percent, Kalimantan at 6.12 percent, users from Bali–NTB at 5.12 percent, and Maluku–Papua at 3.79 percent. When compared to the number of internet users in Indonesia in 2023, which was only 215.6 million people, there was a significant increase of 5.7 million users within a one-year period (APJII, 2024).

Based on statistical data from GoodStats Data in 2024, Indonesia ranks fourth after China, India, and the United States as the country with the largest number of internet users

in the world. The following is a summary of the projection of the seven countries with the largest internet user populations worldwide, as cited from the official website of the Ministry of Communication and Information Technology of the Republic of Indonesia.

The table below shows that Indonesia will be in fourth position after the United States in third place. This indicates that Indonesian society is already familiar with technology, which is directly proportional to Indonesia's status as the fourth most populous country in the world.

Table 1. Countries with the Largest Internet User Populations

No	Country	2021	2022	2023	2024
1	China	923.6	959.8	987.1	1115
2	India	732.9	759.3	784.9	806.7
3	United States	251.8	279.6	303.8	332.1
4	Indonesia	137.7	143.7	215.6	221.3
5	Brazil	102.1	103.6	154.5	183

The positive trend in the growth of internet users described above is directly proportional to the increasing number of social media users in Indonesia. In 2024, the number of social media site users was recorded at 167 million users, equivalent to 60.4 percent of the total population. Active social media users accessing platforms via mobile devices also increased from 190.03 million users in 2023 to 194 million users in 2024 (WAS, 2024).

Furthermore, based on a survey conducted by APJII (2024), Facebook users from the Millennial generation amounted to 74.09 million internet users in Indonesia who actively use Facebook. The second and third positions are occupied by YouTube and TikTok, with 53.42 million and 31.72 million users, respectively. Lastly, Instagram users ranked fourth with a total of 22.14 million users in Indonesia.

The growth of the internet provides opportunities for consumers to use or take advantage of social media, ranging from email to Twitter and Facebook, to socialize with other users without having to meet or interact face-to-face (Gruzd et al., 2021). Currently, consumers act as content creators or generators in the digital world by utilizing the latest technologies (Phillips, 2021), offering new opportunities for both businesses and consumers themselves (Hajli, 2013). The use of Facebook, Twitter, and LinkedIn as leading social media sites continues to increase, which positively correlates with the rising popularity of social commerce (Liang and Turban, 2011). YouTube and Facebook are the two most well-known social media sites (Corrocher, 2021), attracting individuals to use social media platforms due to the ease of access they provide (Lin and Lu, 2021). In recent years, social networking sites have grown very rapidly (Lu and Hsiao, 2010; Cachia et al., 2017). Social networking sites possess different values, such as relationship marketing and relationship quality (Jung et al., 2022), and offer a sustainable environment in which emerging changes in social behavior can be identified (Cachia et al., 2017). This is particularly important given the observable shift from the development of e-commerce toward social commerce (Liang et al., 2021). The concept behind social commerce lies in the use of social media within the context of commercial transactions by developing closer relationships with customers, enhancing relationship quality, increasing sales, and encouraging business loyalty. To achieve these objectives, businesses can use social media platforms such as Facebook or Twitter to gain

access to social platforms. Social media currently plays a crucial role in influencing consumers and marketing activities (Kim and Ko, 2022). Consumers who use social media are able to communicate with brands (Hollenbeck and Kaikati, 2022) and generate positive effects related to brand evaluation (Naylor et al., 2022). Companies can apply social media strategies to influence consumers (Adjei and Noble, 2019) and increase their sales (Lu and Hsiao, 2010). Therefore, social media is essential for understanding how people use these platforms to communicate and form new social interactions (Gruzd et al., 2011; Huang et al., 2013) as well as for understanding consumer behavior in an online context (Hajli, 2014).

METHODS

This study adopted a quantitative research approach to examine the relationships among social support, relationship quality, and social commerce intention within the context of social media usage. A quantitative design was considered appropriate because the study aimed to test theoretical relationships and measure the strength of causal associations among latent variables based on empirical data collected from respondents. The research framework was developed from established theories in social commerce and relationship marketing, ensuring conceptual relevance and methodological rigor.

The target population of this study consisted of social media users in Indonesia who actively engage in online interactions and have experience with social commerce activities. Respondents were selected using a purposive sampling technique, which allowed the study to focus on individuals who met specific criteria, such as regular use of social media platforms and prior exposure to online purchasing through social networks. This approach ensured that the data reflected meaningful user experiences relevant to the research objectives.

Data were collected through an online questionnaire distributed via social media platforms. The use of an online survey enabled broad reach and convenience for respondents, while also aligning with the digital context of the study. All questionnaire items were adapted from previous validated studies and carefully reworded to suit the social commerce environment in Indonesia. Prior to distribution, the instrument was reviewed to ensure clarity, readability, and contextual appropriateness.

Social support was measured through perceived emotional and informational support experienced by users during their interactions on social media. Relationship quality was operationalized as a multidimensional construct consisting of trust, satisfaction, and commitment, reflecting the overall strength of the relationship between users and social commerce actors. Social commerce intention captured users' willingness and likelihood to engage in purchasing activities through social media platforms. Responses were measured using a Likert-type scale to capture varying degrees of agreement with each statement. This measurement approach allowed respondents to express nuanced perceptions and attitudes toward social interactions and commercial activities on social media. The scale selection was consistent with prior studies in consumer behavior and relationship marketing research.

Data analysis was conducted using a structural equation modeling approach based on partial least squares. This technique was chosen because it is well suited for exploratory and predictive research models involving latent variables and complex relationships. The analysis

involved assessing both the measurement model and the structural model to ensure the reliability and validity of the constructs as well as the robustness of the hypothesized relationships.

The measurement model evaluation focused on internal consistency, convergent validity, and discriminant validity. Indicators with strong loadings and satisfactory reliability values were retained to ensure accurate representation of each construct. This step was essential to confirm that the measurement items effectively captured the underlying theoretical concepts. The structural model assessment examined the strength and significance of the hypothesized paths among variables. Bootstrapping procedures were employed to evaluate the statistical significance of the relationships. Through this process, the study was able to provide empirical evidence regarding the direct and indirect effects of social support on relationship quality and social commerce intention, thereby offering meaningful insights into consumer behavior in social commerce settings.

RESULTS AND DISCUSSION

Sample Adequacy Evaluation.

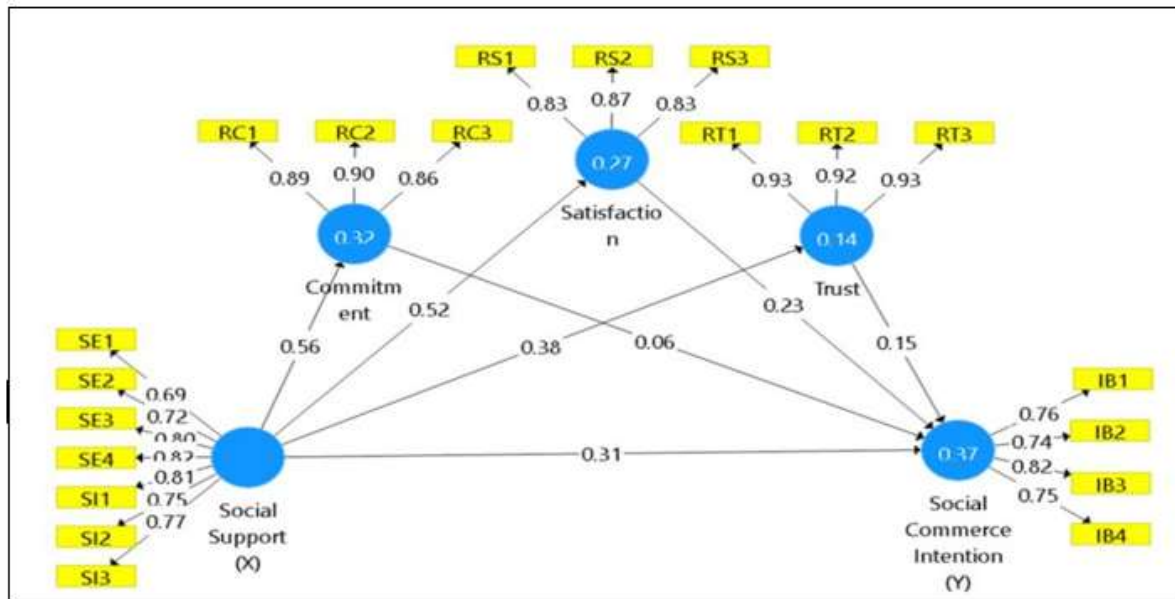
To address the research questions concerning the relationships among variables, this study employed a structural equation modeling approach using SmartPLS version three with the Partial Least Squares technique. Sample size plays a crucial role in estimating and interpreting research results, as statistical tests are highly sensitive to sample size. Prior literature suggests that an appropriate sample size in most scientific studies ranges from several dozen to several hundred respondents. In this study, data were collected through a questionnaire survey, and a total of two hundred respondents were considered sufficient to represent the target population.

Validity and Reliability Assessment.

The reliability test results indicate that the Cronbach's Alpha values for all constructs exceeded the acceptable threshold, demonstrating consistent responses across measurement items. Construct validity was further assessed by examining indicator loadings, which showed that all indicators achieved satisfactory loading values, confirming that the measurement instruments were valid.

Model Fit Evaluation.

The data were analyzed using structural equation modeling with the SmartPLS software. The analysis results demonstrate that the proposed model adequately represents the empirical data, as reflected in the structural relationships among the constructs.



Gambar 1. Full Structural Model

The figure illustrates a structural equation model showing the relationships between social support, relationship quality dimensions comprising commitment, satisfaction, and trust, and social commerce intention, along with their respective indicator loadings and path coefficients.

Table 2. Validity and Reliability Test Results

Construct	Indicator	Measurement Item	Factor Loading	Cronbach's Alpha
Social Support	SE1	When I face difficulties, some people on Facebook help me.	0.694	0.885
	SE2	When I face difficulties, some people on Facebook support and comfort me.	0.716	
	SE3	When I face difficulties, some people on Facebook listen to my concerns.	0.8	
	SE4	When I face difficulties, some people on Facebook care about me.	0.823	
	SI1	On Facebook, some people offer help when I need it.	0.812	
	SI2	When I face problems, people on Facebook provide information to help solve them.	0.755	
	SI3	When I face difficulties, people on Facebook help me identify the causes and provide advice to solve the problems.	0.767	
Relationship	RC1	I am proud to be a member of Facebook.	0.887	0.858
	RC2	I have a sense of belonging to Facebook.	0.900	

Construct	Indicator	Measurement Item	Factor Loading	Cronbach's Alpha
Quality Commitment	RC3	I care about the long-term success of Facebook.	0.860	
Relationship Quality Satisfaction	RS1	I am satisfied with using Facebook.	0.834	0.799
	RS2	I feel pleased when using Facebook.	0.872	
	RS3	I feel happy when using Facebook.	0.826	
Relationship Quality Trust	RT1	Facebook's performance always meets my expectations.	0.935	0.923
	RT2	Facebook can be considered a reliable social networking site.	0.924	
	RT3	Facebook is a trustworthy social networking site.	0.933	
Social Commerce Intention	IB1	I often provide information needed by online vendors to better serve me.	0.763	0.775
	IB2	I voluntarily share information and experiences when my friends on Facebook need advice before making a purchase.	0.744	
	IB3	I am willing to purchase products recommended by my friends on Facebook.	0.82	
	IB4	I consider my friends' shopping experiences on Facebook when I intend to shop.	0.751	

Hypothesis Testing Results. The results of hypothesis testing in this study are presented as follows:

Table 3. Hypothesis Testing Results

Hypothesis	Path Relationship	P-Value	Significance
H1	Social Support → Social Commerce Intention	0.001	Significant
H2a	Social Support → Commitment	0.000	Significant
H2b	Social Support → Satisfaction	0.000	Significant
H2c	Social Support → Trust	0.000	Significant
H3a	Commitment → Social Commerce Intention	0.623	Not Significant
H3b	Satisfaction → Social Commerce Intention	0.019	Significant
H3c	Trust → Social Commerce Intention	0.056	Not Significant

Table 3 shows that, based on the data analysis using PLS software, two hypotheses were rejected and five hypotheses were accepted. The rejected hypotheses were hypothesis three a and hypothesis three c, while hypothesis one, hypothesis two a, hypothesis two b, hypothesis two c, and hypothesis three b were supported.

Discussion

Social interactions among consumers in the digital environment through social media have given rise to the concept of social commerce. Drawing on social support theory from psychology and perspectives from information systems, this study investigates consumer behavior in the social commerce era and explores the commercial value of web technologies for both businesses and consumers. Social media enables consumers to share information, knowledge, experiences, and emotional support within groups and communities, positioning them as active participants in value creation through online social support.

The findings are consistent with prior studies showing that social support on social networking sites positively influences social commerce intention and strengthens online environments that are friendly and supportive. Consumer communication on social media supports brands positively and influences purchase intentions and behaviors, as consumers rely on informational and emotional support from their networks when making purchasing decisions. Such supportive environments foster trust among consumers and encourage participation in social commerce.

This study also confirms that emotional and informational social support positively affects all dimensions of relationship quality, including commitment, satisfaction, and trust. Social interactions and participation within online communities enhance relationship quality and contribute to consumer loyalty by generating valuable user-created information. Moreover, satisfaction is found to significantly influence social commerce intention, while commitment and trust do not show partial effects. Overall, the results highlight the strategic importance of social support and relationship quality in developing effective social commerce strategies and fostering sustainable consumer engagement.

CONCLUSION

This study concludes that social support plays a pivotal role in shaping consumer behavior in the social commerce environment. Emotional and informational support exchanged through social media encourages consumers to engage more actively in online interactions and commercial activities. By fostering supportive relationships, social media not only facilitates communication but also strengthens relational bonds between consumers and social commerce platforms, positioning consumers as active participants in value creation rather than passive recipients of marketing messages. The findings further reveal that social support significantly enhances relationship quality by strengthening commitment, trust, and satisfaction. Among these dimensions, satisfaction emerges as the most influential factor driving social commerce intention. When consumers experience satisfaction in their social interactions and online experiences, they are more likely to trust recommendations, share information, and engage in purchasing activities within social commerce settings. This underscores the importance of positive user experiences and meaningful engagement in

sustaining online relationships. Conversely, although commitment and trust are reinforced by social support, they do not independently influence social commerce intention. This suggests that relationship quality operates as an integrated construct, with satisfaction playing a more immediate role in shaping behavioral intentions. Overall, this study contributes to marketing and information systems literature by highlighting the strategic importance of social support and relationship quality in social commerce. Practically, the findings emphasize the need for practitioners to develop interactive and supportive online communities that enhance user satisfaction and encourage long-term engagement.

REFERENCE

- Adjei, M. T., Noble, S. M., & Noble, C. H. (2020). The influence of consumer-to-consumer communications in online brand communities on customer purchase behavior. *Journal of the Academy of Marketing Science*, 38, 634–653.
- Arlow, J. A. (1954). Review of *Motivation and personality* by A. H. Maslow. *The Psychoanalytic Quarterly*, 24, 447–448.
- Assael, H. (1988). *Consumer behavior* (4th ed.). South-Western Publishing.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2016). *Infografis penetrasi pengguna internet Indonesia*. <https://bit.ly/2jWgb44>
- Bagozzi, R. P., & Dholakia, U. M. (2022). Intentional social action in virtual communities. *Journal of Interactive Marketing*, 16, 2–21.
- Ballantine, P. W., & Stephenson, R. J. (2021). Help me, I'm fat! Social support in online weight loss networks. *Journal of Consumer Behaviour*, 10, 332–337.
- Bhattacharjee, A. (2021). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*, 32, 201–214.
- Casaló, L. V., Flavián, C., & Guinalú, M. (2018). Promoting consumers' participation in virtual brand communities: A new paradigm in branding strategy. *Journal of Marketing Communications*, 14, 19–36.
- Cachia, R., Compañó, R., & Da Costa, O. (2017). Grasping the potential of online social networks for foresight. *Technological Forecasting and Social Change*, 74, 1179–1203.
- Cannière, M. H. D., De Pelsmacker, P., & Geuens, M. (2019). Relationship quality and the theory of planned behavior models of behavioral intentions and purchase behavior. *Journal of Business Research*, 62, 82–92.
- Chen, J., Xu, H., & Whinston, A. B. (2021). Moderated online communities and quality of user-generated content. *Journal of Management Information Systems*, 28, 237–268.
- Corrocher, N. (2021). The adoption of Web 2.0 services: An empirical investigation. *Technological Forecasting and Social Change*, 78, 547–558.
- Cobb, S. (1976). Social support as a moderator of life stress. *Psychosomatic Medicine*, 38, 300–314.
- Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54, 68–81.
- Gruzd, A., Wellman, B., & Takhteyev, Y. (2021). Imagining Twitter as an imagined community. *American Behavioral Scientist*, 55, 1294–1318.

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate data analysis* (7th ed.). Prentice Hall.
- Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security, 21*, 1–11.
- Hajli, M. N. (2014). Developing online communities through digital media. *International Journal of Information Management, 34*, 311–314.
- Hollenbeck, C. R., & Kaikati, A. M. (2022). Consumers' use of brands to reflect their actual and ideal selves on Facebook. *International Journal of Research in Marketing, 29*, 395–405.
- Jung, T. H., Ineson, E. M., & Green, E. (2012). Online social networking: Relationship marketing in the hospitality context. *Journal of Marketing Management, 1–28*.
- Kamangarpoor, S., & Shahmoradi, B. (2017). A close look at the importance of social support on relationship quality and social commerce. *British Journal of Economics, Management & Trade, 16*(4), 1–11.
- Kim, A. J., & Ko, E. (2022). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research, 65*, 1480–1486.
- Liang, T.-P., & Turban, E. (2021). Introduction to the special issue on social commerce. *International Journal of Electronic Commerce, 16*, 5–14.
- Liang, T.-P., Ho, Y.-T., Li, Y.-W., & Turban, E. (2021). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce, 16*, 69–90.
- Lin, K.-Y., & Lu, H.-P. (2021). Why people use social networking sites: An empirical study. *Computers in Human Behavior, 27*, 1152–1161.
- Lu, H.-P., & Hsiao, K.-L. (2020). The influence of personality traits on social networking site usage. *Information & Management, 47*, 150–157.
- Naylor, R. W., Lamberton, C. P., & West, P. M. (2022). Beyond the like button: The impact of virtual presence on brand evaluations. *Journal of Marketing, 76*, 105–120.
- Wang, X., Yu, C., & Wei, Y. (2022). Social media peer communication and impacts on purchase intentions. *Journal of Interactive Marketing, 26*, 198–208.
- We Are Social. (2017). *A snapshot of the country key digital statistical indicators*. <https://id.techinasia.com>