



Stimulus-Organism-Response (S-O-R) Model: Observing Purchase Intention of Social Commerce Consumers in Indonesia

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ABSTRACT: Indonesia, with the largest social media users in Southeast Asia, has various social trading models. This study aims to analyze the behavior of social commerce users through the Stimulus-Organism-Response (S-O-R) Model. With social presence and social support as a stimulus, the construction of trust as an organism and purchases as a response. The research was carried out using a quantitative approach, and survey methods on 300 respondents were processed using the Partial Least Square test tool. The results of this study indicate that social presence and social support affect trust in the seller, and trust in the seller has a significant effect on purchase intention.

KEYWORDS: social presence, social support, trust in the seller, purchase intention.

I. INTRODUCTION

The development of Web 2.0 has changed the way users and organizations interact and collaborate. The increasing popularity of social interaction on social networking sites, such as Facebook, Twitter, and Instagram, has opened up opportunities to open new business models in electronic commerce, which is commonly referred to as social commerce (1–3). Social commerce (s-commerce) has three main characteristics: social media technology, community interaction, and commercial activities (1). Sellers recognize the potential role of s-commerce as a new marketing instrument and business model. The effectiveness of s-commerce depends on the quality of the trading website through social networks by paying attention to the level of satisfaction of the consumer experience when interacting with the website (4,5). The percentage of social networking activity in Indonesia reached 79.72 percent, which is the highest in Asia, beating the Philippines (78 percent), Malaysia (72 percent), and China (67 percent). Even Asian countries with advanced Internet technology,

such as South Korea and Japan, have low use of social media, at 30% - 45% (Association of Indonesian Internet Service Providers, 2020).

The use of s-commerce through social media using the internet makes communication between sellers and consumers seamless. Bilgihan (2016); Jiang et al. (2013) stated that the uniqueness of the online shopping environment is that it allows consumers and sellers to implement a high level of interactivity. Interactivity can increase the individuality between sellers and buyers and allow sellers to make pseudo-personal contact with consumers (8). Kim & Johnson (2016) stated that higher interactivity would lead to better consumer decision-making, price competition, consumer privacy and effort, customer relations, and marketing strategies. When using Instagram when trading, the seller will upload photos of the product or service accompanied by various information, such as the seller's price, size, and location (10). Uploaded photos will be visible in the seller's account and explore section. Consumers interested in or looking for the item in the search field use the hashtag (#), immediately comment on the uploaded photo, or search for the seller's account (11). When ordering goods, consumers usually need to contact the seller through other social media, such as WhatsApp, Line, and Blackberry Messenger, because privacy and security will be better maintained (12).

The presence and social support are expected to be some of the factors influencing consumer decisions to make purchases through s-commerce. Social media provides a new basis for sellers to innovate and creates new issues for researchers in the field of electronic commerce that require the development of new theories (13). Each social network has different characteristics. One of the social networking applications that can be used as a trading tool is Instagram. Instagram became the



social network with the most significant increase in the number of active users in the last six months. The number of active Instagram users jumped 43 percent, from 180 million in June 2013 to 250 million per month in the fourth quarter of last year (14).

However, in the end, behavior and interactions in social commerce, as well as their influence on online process decisions, depend on consumer perceptions (11). Based on this phenomenon, according to the researcher, it is essential to know the acceptability of this social commerce system from the user's perspective when making a purchase. This perspective can be used as a reference that social commerce can be used as a means and innovation to improve organizational performance, especially e-commerce business. Several classical model approaches are needed in the literature to understand better the issues associated with adopting and using e-commerce or social commerce (15).

Yadav & Rahman (2017) stated that social and environmental stimuli in the form of individual

Technology and the development of social commerce

Social commerce sells goods or services through the internet and social media. Yahoo first coined the term social commerce in 2005 to denote an online place where people can share experiences, get input from one another, find goods and services and then buy them(17). As a relatively new phenomenon, social commerce has developed rapidly in practice(18–20). A recent report by McFarlane & Staley, (2018) shows that by 2021 nearly half of consumers will be engaged in social commerce. The earliest applications of s-commerce can be found in the late 1990s when Amazon introduced a rating and review system. The increasing popularity of social technology activities over recent years, including social media, web 2.0, and social networks, have expanded the opportunities for using social commerce tools (22). Recently, social commerce generally refers to e-commerce activities and transactions through the social media environment (1). It is seen as a new evolution of e-commerce(19,23).

Liang & Turban (2011) stated s-commerce's three main attributes: social technology, community interaction, and commercial activities. Thus, social commerce can be considered part of e-commerce which involves using social technology to assist e-commerce transactions and activities(16). Social commerce combines commercial and social activities(1,24). Traditional

cognitive and affective reactions would again affect their response. This study refers to the Stimuli-Organism-Response (S-O-R) Model to examine the effect of the characteristics of social commerce technology on the virtual customer experience and purchase intention. The S-O-R model aims to identify the perceived stimulation factors by making positive consumer relationships and behavioral outcomes by influencing consumers' cognitive and affective systems. Based on the phenomenon and previous research, this study modifies and identifies two main characteristics as a stimulus for recommendation system users, namely social presence and social support. These two characteristics will affect the organism's characteristics, namely, trust in the system and eventually develop as a response to s-commerce consumers who intend to buy products or services. This framework is expected to be useful for understanding customer experience and behavior in s-commerce.

II. LITERATURE REVIEW

e-commerce sites, such as Amazon, Tokopedia, and Lazada, have added social apps and content to help people connect where they usually buy.

S-O-R Model (Stimuli-Organized-Response Model)

Stimuli-Organism-Response (S-O-R) argues that environmental stimuli in the form of individual cognitive and affective reactions will again affect their response(25). (26) adapted the S-O-R model to the retail context and conceptualized stimuli as environmental cues, namely room conditions, functional or aesthetic design factors, and social factors. S-O-R theory explains how a stimulus gets a response. The most superficial level of interaction occurs when someone takes action and is given a response by another person. The S-O-R theory assumes that organisms produce behavior when certain stimulus conditions are present. So the effect that arises is an unusual reaction to the stimulus.

Jiménez-Jiménez & Sanz-Valle (2011) said that the behavior change process is essentially the same as the learning process. The process of behavior change describes the learning process in individuals: 1) The stimulus (stimulus) given to the organism can be accepted or rejected. If the stimulus is not accepted or rejected, it is ineffective in influencing individual attention and stops here. However, if the organism receives the stimulus, there is attention from the individual, and the



stimulus is effective. 2) If the stimulus has received attention from the organism (received), then he understands this stimulus and proceeds to the following process. 3) After that, the organism processes the stimulus, so it is willing to act for the stimulus it has received (behave). 4) Finally, with the support of facilities and encouragement from the environment, the stimulus affects the individual's action.

Studies that have applied the model to the retail context reveal that environmental stimuli affect consumers' internal states, which drive their behavior toward the store. In online retail, stimuli relate to the design features of the online environment that customers interact with(28). Internal states refer to consumers' emotional and cognitive states, experiences, and evaluations(3). Responses represent consumer behavior, such as buying, exploring online stores, and communicating(29). The use of the S-O-R model as a theory is appropriate for this study for two reasons. First, the model has been widely applied in studies on online consumer behavior(30). For example, Priporas et al. (2017)model examine the effects of task and mood, providing relevant cues on cognitive and emotional consumer experiences and subsequent online buying behavior.

In turn, they intend to buy products offered in social commerce. Teng et al. (2014)also applied this S-O-R model to explore the impact of cyber technology features on users' virtual experiences and purchase intentions. Their findings support the application of the model in explaining individuals' internal reactions and behavioral responses to technological and environmental stimuli. Second, given the critical role of the technology environment and virtual experience in influencing customer behavior in social commerce in online stores, the S-O-R model provides parsimony. A structured way to examine the effects of technological features as a stimulating environment on customers' virtual experiences.

Social Presence

Shopping is a social activity. Consumers tend to be influenced by social interactions when making purchasing decisions(33). E-commerce focuses on maximizing efficiency and one-way interaction between customers and systems(34). Online transactions are usually facilitated and guaranteed by factors such as escrow services and credit card guarantees (35–37). Social technology is reintroducing the social side into the online buying process, making the online buying experience more social. It also greatly enhances the company's

ability to directly initiate and manage social interactions that were previously deemed impossible or too expensive(38). While e-business concentrates more on business goals, social commerce is more oriented towards social goals, such as networking, collaborating and sharing information, with a secondary focus on the shopping experience(39). Online shoppers can gain access to social knowledge and experience to understand better their purchase goals and make accurate decisions(33,34).

While previous research offers insight into how social interactions shape buyer behavior, such as word-of-mouth (WOM), observational learning, and social support(40,41), they may overlook the overall effect in a social context(42,43). In social commerce, shoppers can get social cues to support their purchasing decisions by gathering more information from online communities, observing other actions, or interacting with online sellers. Social presence has shown a suitable theoretical lens for understanding the social context in e-commerce. Social presence theory suggests that social presence is built into media communications, such as virtual agents(33), personalization(44), chat (34) or message boards (32). Thus, social design features will convey different types of social presence.

The concept of social presence is based on the theory of social presence, which describes the ability of communication media to transmit social cues (34). According to Hassanein, (2014), social presence is seen as an inherent quality of communication media. From a psychological point of view, social presence is also closely related to psychological intimacy and closeness Caspi & Blau, (2008). In this perspective, social presence is often measured as perceived warmth, conveying interpersonal feelings, sociability, and sensitivity embodied in the media (39). Most previous e-commerce research has adopted a unidimensional model of social presence, focusing on the site's ability to convey human warmth and socialization. However, this unidimensional conceptualization of social presence may not be suitable for virtual societies, where people not only interact with computer media but also need to communicate with other members and immerse themselves in virtual communities. Shen & Khalifa, (2009) proposed a three-dimensional model of social presence, including conscious, affective and cognitive. Caspi & Blau, (2008) point out three different conceptualizations of social presence for online communities, namely, as perceptions of other people considering subjective qualities of the media, such as self-projection to groups and social identification. Hassan et al., (2018) suggest that social presence in



online communities should have three dimensions: social context, online communication, and interactivity. Since social commerce is seen as a combination of commercial and community activities (1), social presence in social commerce must also be conceptualized as multi-dimensional. Based on previous research, social presence is divided into three: social presence from the web, perception of others, and interaction of social presence with sellers.

The web's social presence refers to a website's ability to convey a sense of warmth to humans and socialization (36,39). Most websites do not facilitate direct interaction with other humans, but this does not mean the site cannot convey a social presence. Other information technology features that can be incorporated into websites, such as 3D avatars, videos, and Text-to-speech voices Qiu & Benbasat, (2005), can also help increase customer social presence. Providing recommendations and reviews on e-commerce sites also increases the social presence of a website (46).

The second dimension is the perception of others (37). Perception of others refers to how other social actors appear to interact and react to online community users (34). Online community awareness is achieved through status updates, self-presentation features, and continuous participation in online discussions. In social presence, a social app can raise awareness of other shoppers who may feel interested in the same product or topic. For example, a social application type to resolve customer uncertainty about what to do or buy (for example, the option "Other customers also bought this product") will provide buyers with clues about the whereabouts of other shoppers and their buying interest. Word of Mouth-WOM (or recommendation and review system) can also improve the perception of other online shoppers. WOM shows the percentage of previous buyers who had a positive or negative opinion, and the volume of WOM plays an informative role by increasing buyer awareness (47). Since buyers in social commerce markets can rely on multiple sources to infer the presence of other buyers, the social presence of others must be measured as a latent composite jointly influenced by the following factors (MacKenzie et al., 2005).

The third dimension is the interaction of social presence with the seller (37,45). In traditional e-commerce, sellers rarely interact directly with buyers, but online chat tools make this interaction possible. They can use chat as an effective marketing channel for sales, communication, and customer service. While previous research has shown that social presence is more often conveyed

through "imaginary interactions" with web interfaces (38), computer-mediated communication tools such as customer support chat (45) and message boards (49) which can also convey social presence.

Social support

Social support is multi-dimensional, defined as an individual's perception or experience of being cared for, responding to, and assisting by people in one's social group. Lakey & Cohen (2000) asserts that social support consists of emotional, instrumental, informational, and assessment support. Since content and social relationships underlie the characteristics of social commerce, social support in social commerce revolves around informational support and emotional support. Informational social support refers to cognitive feelings caused by content in the form of recommendations, suggestions, or possible knowledge to help solve problems when purchasing a product or service. Emotional support refers to affective experiences and emotional concerns such as caring, understanding, and empathy when they use social commerce in their shopping experience.

Trust in the Technology Feature System as an Internal State

Kahar et al. (2012) explain that the acceptance of technology by individual users is inseparable from the user's beliefs about the technology. Beliefs represent cognitive structures developed by individuals after gathering, processing, and synthesizing information about information technology and include individual judgments of various outcomes related to the use of the technology. Beliefs have been shown to have a profound impact on individual behavior. Thus the process of forming this trust is interesting for further investigation.

Trust can predict intentions and attitudes using technology. Previous studies have applied TAM by including a trust construct in the model (52). When trust is integrated into the TAM model, the trust intention variable is adjusted for the intention variable in the TAM. Other studies have also included trust as an essential variable in the TAM model, which is believed to influence online consumer behavior in terms of intensity (39).

Belief in the virtue and integrity of a social commerce company that provides a system that acts as a moderator will positively affect the customer's intention to share personal information with a social commerce company, thus leading to high trust and high perceived risk. In the context of previous



research (53), it has been shown that the perception of trust directly or indirectly affects online consumers' intentions to buy. Several studies have also found that trust can increase product interest, willingness to transact and intention to adopt e-services (Bhattacharjee, 2002).

Purchase Intention in Response to Trust

In social commerce, customers are exposed to various technological features and functions, such as the availability of previous users' shopping experiences, as well as recommendations for products that are being sought that trigger or participate in social commerce behavior. Since actual behavior is challenging to measure, it is pretty common to measure behavioral intention as a substitute for actual behavior because the intention has proven to be a valid predictor of actual behavior (54).

Purchase intention is the willingness of consumers to buy goods and or services from a service or service provider. (55) revealed that perceptions of quality and other attributes affect a person's willingness to buy from consumers or service users. Purchase intentions by consumers are strongly influenced by perceptions of satisfaction that have been shown by users who have been satisfied with using the service provider system that has been used. According to Spears & Singh, (2004), purchase intention is the user's willingness to issue a reward for the services he receives. By highlighting quality and differentiation, companies engaged in social commerce are always trying to increase the willingness or willingness of customers to buy the system or facilities offered. For companies engaged in social commerce, the products offered must be by the wishes of consumers who use the system so that the desired product or service will require the user to be willing to buy the product or service. By highlighting responsiveness to users or customers, social commerce companies must be able to convince customers to use the system facilities they offer loyally.

In particular, social commerce is expected to increase the likelihood that users will purchase not only recommend items that match their primary search interest (e.g., airline tickets to a particular destination and with a specific airline and schedule). But also other products and services related to that search, and therefore of interest to the user (57). This is seen from the recommendations that match the consumer's primary search, which is one of the essential functions associated with social commerce

recommender systems (58). They can also influence unplanned purchases or impulsively (56).

The relationship between social presence and trust

E-commerce is a type of information system. Buyers make online transactions mainly through interactions with websites. Buyer interactions with the web can be likened to interpersonal interactions (Pavlou & Dimoka, 2006); since human interaction is seen as a prerequisite of trust (Caspi & Blau, 2008, the interaction of buyers with the web should also contribute to building trust online. A website with a high social presence will convey more information and thus be perceived as more transparent; in a more transparent environment, trust behavior will be hampered. The social presence of a website will also shorten the social distance between buyers and sellers (59). And it's easier to form a trustworthy relationship when perceived social distance is felt shorter. Therefore, the social presence of the web should increase buyers' trust in online sellers. Previous studies have also suggested a positive impact of SP from trust sites (36).

Social psychology research shows that humans can learn and be influenced by the knowledge and experiences of others they know or trust (60). As a result, people tend to follow in the footsteps of their predecessors when shopping online and become a type of "herd behavior" (61). Chat tools are also able to convey a sense of social presence. Buyers can also understand the seller's attitude, virtue, and integrity through interaction-mediated computing, thereby forming confidence in the seller. Computer-mediated interactions, such as e-mail and teleconference, have been argued to convey social presence and, in turn, form user beliefs (45).

H1: The social presence of social commerce sites will positively affect trust in sellers when using social commerce.

The relationship between social support and trust

In addition to social interactions and relationships, social support also contributes to increasing confidence. Increase information exchange between customers and encourage them to have an obligation to share valuable information with others about their online shopping experience (50,62). Information sharing creates a supportive environment where it becomes natural to share shopping information, product knowledge and purchasing experiences with other customers (1).



Therefore, customers who experience good social support are more likely to trust sellers with positive reviews from their previous customer history.

Social support is the influence of trusted people such as friends, family members, co-workers, superiors and experienced individuals. In contrast, external influences are influences from outside, such as external reports, mass media, reports, expert opinions and other non-personal information. Other empirical evidence that shows social support for trust system use is the research of Venkatesh et al., (2003) which showed that family and colleagues are important groups that influence individual behavioral intentions as determinants of normative trust (62).

H2: Social support for social commerce sites will positively affect trust in sellers when using social commerce sites.

The relationship between trust and purchase intention

Trust has long been considered a catalyst in consumer-marketer relationships because it provides hope for successful transactions (63). Hassan et al. (2018) mention that lack of trust has been cited as one of the main reasons consumers do not engage in social commerce transactions. Trust in electronic commerce is defined as trust that can make

consumers trust the site provider after knowing the characteristics of the provider. Several studies have proposed that trust is an important element in social commerce. Heijden et al., (2003) argue that building consumer trust in social commerce sites is important for social commerce growth. Furthermore, Heijden et al. (2003) argue that trust is the foundation of social commerce, focusing on the strategic implications of trust from the relationship between consumers and marketers. This shows that developing consumer trust in web retailers is essential for the continued growth of social commerce.

(64) argue that the lack of preventing consumers from engaging in transactions because it is impossible to transact with social commerce sites fails to foster consumer confidence, mainly because of fears of seller opportunism and concerns about the use of internet infrastructure. With consumers' trust in the system offered by social commerce, the customer finally has the intention and interest to buy using the recommendation system.

H3: Trust in the recommendation system for social commerce sites will positively affect purchase intentions for goods or services offered by the recommendation system on social commerce sites.

Based on the literature review, Figure 1 represents the theoretical framework in this study

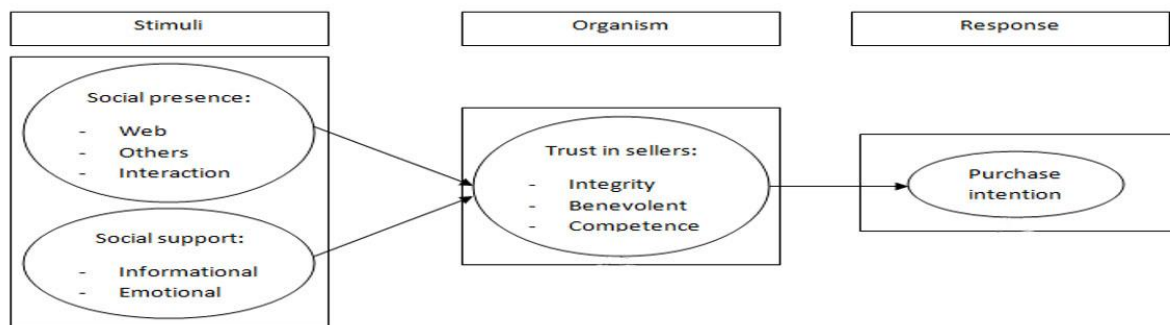


Figure 1. Conceptual Model and Relationship between Variables

III. RESEARCH METHODE

This study uses a quantitative approach through a purposive sampling survey method with a questionnaire survey technique. This study has inclusion criteria for active users of Facebook, Twitter and Instagram for at least one year and exclusion criteria for active users over 17 years old. The determination of this condition aims that the selected respondents must actively use Facebook, Twitter and Instagram and at least have grown up to use the application wisely.

Operational variables, all research indicators are based on previous research to measure the four research variables: social presence, social support, trust in the seller, and purchase intention. Indicators of social presence were based on(33), and indicators of social support intentions were based on(14,50,62). Social support has two variables: informational support and emotional support(14,50,62,65). Trust in seller has three variables: integrity, benevolence, and competence. Finally, purchase intention constructs have three variables: age, gender, and same interest (56,66,67).



An explanation of the indicators of each construct is presented in Table 2.

The research questionnaire used a Likert scale of 1-5 with an ordinal data type. The survey was conducted online, with a sample of 300 respondents spread across East Java – Bali. The variables in this study consisted of demographic variables used to determine the respondents' characteristics, including gender, age, education, and occupation. In addition, exogenous latent variables in this study are social presence and social support. And then, endogenous latent variables consist of trust in the seller and purchase intentions.

Technique Analysis, the analysis technique uses partial least squares with the WarpPLS application to assess the effect of social presence and social support on purchase intention mediated by trust in seller. Simulation analysis of partial least squares model by calculating and assessing various parameters, including item loading, reliability, and validity testing.

IV. DISCUSSION AND RESULTS

Descriptive Statistics

Based on the demographic data of respondents in table 1, it can be seen that the majority of s-commerce users, 300 (62%), are women; this is in line with research from Bhat & Singh, (2018); Chesher & Kaura, (1998) which states that women tend to spend more time on s-commerce. Furthermore, the average s-commerce users are dominated by the age of 15-25 years, totaling 249 (76%) respondents, followed by the age of 26-35 years as many as 69 (23%); this is in line with a survey conducted by (Association of Indonesian Internet Service Providers, (2020); Ilham, (2021), that the age of 15-25 years dominates the penetration of internet users in Indonesia. The educational background of social media users is bachelor's degree graduates, with 252 (84%) who have transacted using s-commerce for three years. Based on table 1, it can also be seen that Facebook is the most frequently used s-commerce 197 (57%), and all respondents have used the recommender system.

Table 1. Respondent's demographic

		Frequency (n)	Percentage
Gender	Male	114	36%
	Female	186	62%
Age	15-25	229	76%
	26-35	69	23%
	>36	2	1%
Education	High School or lower	13	4%
	Diploma/Bachelor	252	84%
	Postgraduate degree	35	12%
Income (IDR)	< 1.5 Million	47	16%
	1.5 – 4 Million	34	11%
	4.1 – 7 Million	156	52%
	> 7 Million	63	21%
Frequently visited s-commerce platform	Facebook	197	57%
	Instagram	43	25%
	Twitter	60	18%
Have used the recommendation system on an s-commerce site	Once	300	100%
	Never	0	0%
Ever bought from an s-commerce site's recommendation system	Once	300	100%
	Never	0	0%



Outer Model

The outer model is useful for defining how each indicator relates to its latent variable (70,71). As shown in Table 2, all cross-loading values on each indicator are more than 0.6, so they are declared valid. Average Variance Extracted (AVE) value to strengthen the validity test with a value > 0.5 for all constructs, based on Table 2, each construct is declared valid because the average variance value of the social commerce construct is 0.58; rating and review is 0.69; recommendations and referrals 0.76; relationship quality 0.37; Satisfaction 0.36; trust 0.79; social commerce

intention 0.78; social support 0.72; information support 0.84 and use behavior 0.805. Cronbach's alpha testing to measure the lower-bound reliability of a variable with a value > 0.6 for all constructs, based on Table 2, the Cronbach alpha value from social commerce construct is 0.65; rating and review 0.85; recommendation and referral 0.89; relationship quality 0.72; satisfaction 0.75; trust 0.87; social commerce intention 0.86; social support 0.81; information support 0.90 and use behavior 0.75. The following Table 2 presents the validity and reliability.

Table 2 Validity and Reliability Analysis

Construct and Item Description	Cross Loading	AVE	Cronbac'h Alpha	Results
Social Presence		0,58	0,655	valid & reliable
SCC1. I feel my friends on social media are generally frank	0,744			valid
SCC2. I feel my friends on social media are reliable	0,886			valid
SCC3. Overall, my friends on social media are trustworthy	0,892			valid
SCC4. I trust my friends on social media, and I share my status, and pictures with them	0,866			valid
Social Support		0,7	0,855	valid & reliable
RT1. I believe the same situation mentioned by different reviewers verifies the actual level	0,861			valid
RT2. I believe the use of first-person pronouns (i.e. "I" or "We") in a review represents the reviewer's experience	0,785			valid
RT3. I believe the reviewers must provide honest reviews of their experience	0,883			valid
RT4. I believe the length of content in a review demonstrates the degree of a reviewer's effort	0,809			valid
Trust in Seller		0,76	0,896	valid & reliable
RC1. I believe the reviewers' emotions affect their perception of the product/service quality	0,885			valid
RC2. I believe unusual events (e.g. natural disasters or labor strikes) can affect the product/service quality	0,874			valid
RC3. The reviews are written by the editors of that site	0,841			valid
RC4. I trust my friends on SNSs and share my status, and pictures with them	0,891			valid
Purchase Intention		0,68	0,729	valid & reliable
RQ1. I rely on the reviews written by people who are in my age group	0,735			valid
RQ2. I rely on the reviews written by people who have my same gender	0,684			valid
RQ3. I rely on the reviews written by people who have the same interests as I have	0,603			valid
UB2. More than once	0,897			valid

Inner model

Inner model is a structural model test that aims to test the relationship between latent constructs (71). The value of R-squared is used to assess the size of endogenous constructs that

exogenous constructs can approve, and R values are expected between 0 and 1. According to Chinn, (1998); Monecke, A. and Leisch, (2012), the value of R square is 0.67 (strong), 0.33 (moderate) and 0.19 (weak). R-Square test results are presented in



Table 3. The next test is the Estimate for Path Coefficients, which is the value of the path coefficient or the magnitude of the relationship/influence of the latent construct—using the bootstrapping procedure. The path coefficient closer to +1 indicates a strong positive relationship, while closer to 0, the relationship is weaker. In addition, the coefficient path close to -1 indicates a negative relationship. The significant path supports the hypothesis, and the insignificant path does not. The test criteria for hypothesis testing are if the t-statistics value >1.96 with an alpha assumption (5% error tolerance), then it can be concluded that the relationship between the two latent variables is significant (accepted hypothesis) and vice versa. Based on table 4, social presence has a positive

effect on trust in seller with a path value of 0.09 and significant p-value of 0.04; social support has a negative effect on trust in seller with a path value of -0,07 and significant p-value of 0.09; furthermore, trust in seller has a positive effect on purchase intention with a value of 0.63 and significant p-value <0.001. It can be seen in Table 4, which presents a summary of results from the path coefficient, and Figure 2 presents the inner path model.

Table 3. R-Square

Variables	R-Square
Trust in seller (KP)	0.022
Purchase Intention (NM)	0.028

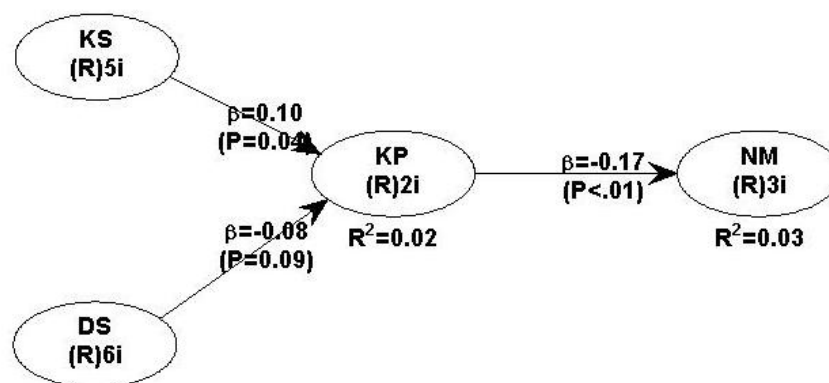


Figure 2. Inner model Analysis

Table 4. Hypothesis Testing

CAUSAL PATH	PATH COEFFICIENTS	P VALUES	RESULTS
Social Presence (KS) → Trust in Seller (KP)	0.098	<0.04	Affected
Social Support (DS) → Trust in Seller (KP)	-0.077	<0.09	Affected
Trust in Seller (KP) → Purchase Intention (NM)	0.634	<0.001	Affected

All three hypotheses were affected by hypothesis testing involving 300 respondents. Hypothesis 1 shows a positive relationship between the social presence construct and trust in the seller with a path coefficient of 0.098 and p-value <0.04. There are two reasons for this hypothesis. The social presence of e-commerce can shorten the social distance between buyers and sellers. Therefore, the social presence of e-commerce should increase buyers' trust in online sellers. Second, this

hypothesis is supported by previous research (33,34,36,59).

Hypothesis 2 shows the negative relationship between the social support and trust in seller with a path coefficient of -0.077 and p-value <.09. There are three reasons to explain this relationship. First, according to Venkatesh et al. (2003), the influence of the closest people such as friends, family members, co-workers, superiors and experienced individuals, can be social support that impacts trust. Second, the exchange of information



between customers encourages them to have an obligation to share valuable information with others about their online shopping experience (50,62). Third, hypothesis 2 is also supported by previous research (14,50,62,65).

Hypothesis 3 shows the positive relationship between trust in sellers and purchase intentions with a path coefficient of 0.634 and a p-value <0.001. There are three reasons to explain this relationship. First, (52) Consumer trust in sellers in

V. CONCLUSION

This study's primary purpose is to observe the purchase intention of social commerce consumers in Indonesia with social support and social presence through trust in the Stimulus-Organism-Response (S-O-R) Model. Based on the results and discussion, the conclusion is that there are three supported hypotheses; social support and social presence are the most critical information. There are two limitations to doing this research. The first limitation is that this research focuses on digital marketplace users in Indonesia. Therefore, the subjects of this study do not represent other subjects or sales media with many users, such as traditional markets. Second, because this research is non-probability sampling, a judgment sampling technique is used, so not all individuals in the population are selected as respondents. The entire population in the non-probability sampling did not get the same opportunity to become respondents in this study. Therefore, the results cannot be generalized to the entire population of marketplace users

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