

THE EFFECTS OF SOCIAL COMMERCE DESIGN AS SOCIAL COMMERCE ON CONSUMER PURCHASE DECISION MAKING (A STUDY ON INSTAGRAM – INDONESIA)

Andrey Augusti Mulyana¹, Indira Rachmawati²
Economic and Business Faculty, Telkom University
¹andreymulyana@student.telkomuniversity.ac.id,
²indirarachmawati@telkomuniversity.ac.id,

Abstract

This study aims to determine how the influence of design quality on purchase decision making on Instagram-Indonesia. The factors tested in this study are design quality (usability factor, functional factor, and social factor) as exogenous variables, while purchase decision making (product awareness, information search, evaluation, purchase, and post-purchase) as endogenous variables.

The research method used in this study is descriptive and causality research methods. The populations in this study are consumers who make purchases online through Instagram. The sampling technique used in this study is probability-sampling technique with simple random sampling technique, while the number of samples in this study amounted to 400 respondents. The analytical method used in this study is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) at a significance level of 5%. The program used in analyzing data using SmartPLS version 3.2.8 Software.

Based on the results of the study show that usability factors, functional factors, and social factors influence product awareness. Usability factor does not affect information search. While functional factors and social factors influence information search. Usability factors, functional factors, and social factors influence evaluation. Usability factor does not affect purchase. While functional factors and social factors affect purchase. Usability factor does not affect post-purchase. While functional factors and social factors affect post-purchase.

Keywords: Design Quality (Usability Factor, Functionality Factor, and Social Factor) and Purchase Decision Making (Product Awareness, Information Search, Evaluation, Purchase, dan Post-Purchase).

1. Introduction

Recent advancements in web technologies and the emergence of social media concepts and tools have led to the emergence of new developments that affect electronic commerce (e-commerce). These developments enable and encourage consumers to participate actively in the buying and selling of products and services in online marketplaces and communities (Huang and Benyoucef, 2015). This new phenomenon is commonly referred to as social commerce (Hajli, 2014), which can be described as the use of social media tools and Web 2.0 technologies in e-commerce. Social commerce is having a profound impact on business processes and on social interactions among consumers (Spaulding, 2010). Indeed, within this environment, consumers are exposed to a more social and collaborative online shopping experience wherein collective intelligence can be aggregated and harnessed to support a superior understanding of purchases and more accurate shopping decisions (Dennison et al., 2009). Online merchants can identify consumer behaviors, preferences and expectations to help them deliver better services (Constantinides et al., 2008). Distinct from traditional e-commerce, which focuses on enhancing the efficiency of

online shopping, social commerce delivers a rich social, interactive and collaborative online shopping experience (Yang et al., 2015). As such, e-commerce is shifting from product-centered marketplaces to a consumer-oriented environment aimed at developing closer relationships with consumers (Yang et al., 2015), increasing consumer participation (Guo and Barnes, 2011), creating new business opportunities (Sadovykh et al., 2015), and supporting product and brand development (Huang et al., 2012).

Today, the range of social commerce has been expanded to include social media tools and content used in the context of e-commerce, especially on Instagram platform. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social applications and social advertising. Interaction features, such as navigation tools that allows seller and buyers to communicate effectively have also been integrated with social commerce, allowing shoppers to enrich shopping experiences and gaining valuable information, product representation, feedback through social media tools.

Based on reasons above, the author argue that studying the effects of social commerce design on consumer decision-making is important, as decision-making is a complex cognitive process that involves engaging in multiple perceived activities. In relation to this, the author must addresses questions regarding which social commerce design factors that consist of usability, functionality and sociability affect consumer purchase decision-making, how these factors influence purchase decision-making, and whether and why certain factors are more important than others. The author must also conduct a socio-demographic study on the effects of social commerce design on consumer decision-making to facilitate a stronger understanding of the issue at hand and to contribute to the development of consumer-centered social commerce.

2. Theoretical Framework

Some studies have investigated the antecedents of each stage, revealing a number of factors associated with the consumer decision-making process. For example, Cox and Park (2014) found content characteristics and photographs to serve as useful stimuli that affect consumer need recognition. Bronner and de Hoog (2014) described stimulus and organism factors that spur consumers to search for information. Stimulus factors include content and interaction characteristics while organism factors include personal traits, values, and self-oriented and socially oriented perceptions. Kumar et al. (2015) found that value perceptions such as hedonic, social, and utilitarian values are likely to influence consumers during the evaluation stage. The following factors that impact the purchase stage were identified by Pöyry et al. (2013): content, networks, interaction characteristics, information seeking, information sharing, participation, and website usage. Finally, some studies (e.g., Shin, 2013; Zhang and Benyoucef, 2016) have examined the impacts of informational content, hedonic value, social value, and utilitarian value on the post-purchase stage.

The author developed a research model to investigate the effects of social commerce design on consumer purchase decision-making and the underlying mechanism of quality design factors. With regards to social commerce design quality, we consider three design factors: usability, functionality and sociability. For consumer purchase

decision-making process, we consider five stages: product awareness, information search, evaluation, purchase and post-purchase. Gender and age differences shaping effects of the factors on the various stages are uncovered and discussed. The research model is depicted in Figure 2.2.

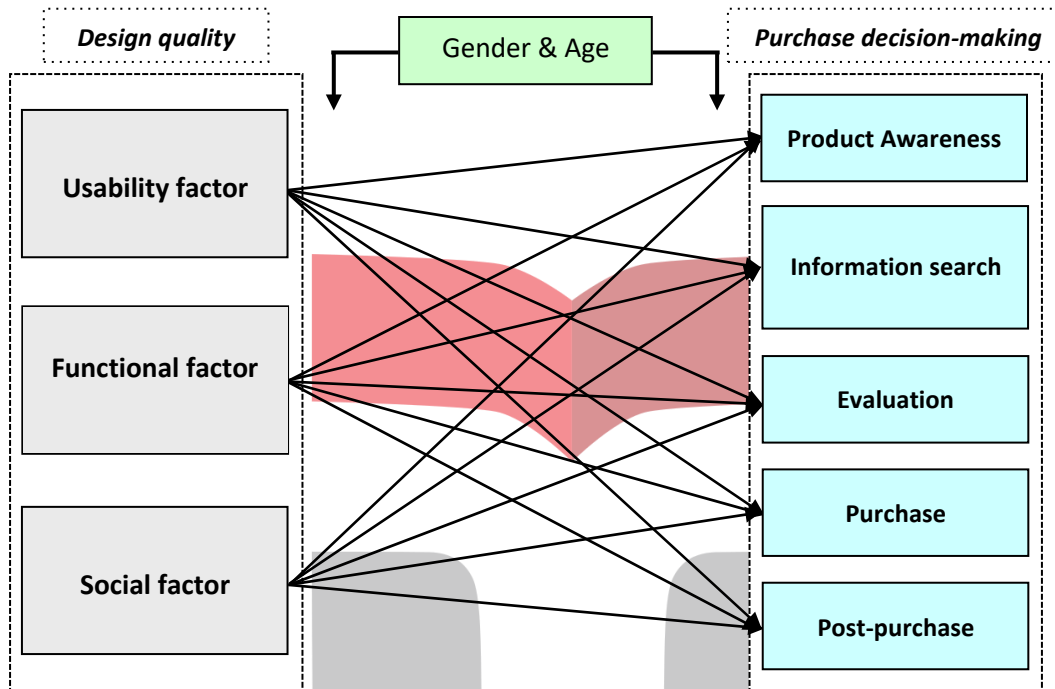


Figure 2.2 The Research Model

Source: Z. Huang, M Benyoucef / Electronic Commerce Research and Applications
25 (2017) 40-58

3 Discussion

From the results of the research based on the overall categories of respondents will be explained below:

Table 4.31 Hypothesis Testing Results

Hypothesis		Conclusion
Usability And Purchase Decision-Making		
Ha ₁	Better-designed usability will influence consumers' product awareness	Accepted
Ha ₂	Better-designed usability will influence consumers' information searches	Accepted
Ha ₃	Better-designed usability will influence consumers' evaluations	Accepted
Ha ₄	Better-designed usability will influence consumers' purchases	Reject
Ha ₅	Better-designed usability will influence consumers' post purchases	Reject
Functionality And Purchase Decision-Making		
Hb ₁	Better-designed functionality will influence consumers' product awareness	Accepted
Hb ₂	Better-designed functionality will influence consumers' information searches	Accepted
Hb ₃	Better-designed functionality will influence consumers' evaluations	Accepted
Hb ₄	Better-designed functionality will influence consumers' purchases	Accepted
Hb ₅	Better-designed functionality will influence consumers' post-purchases	Accepted
Sociability and Purchase Decision-Making		
Hc ₁	Better-designed sociability will influence consumers' product awareness	Accepted
Hc ₂	Better-designed sociability will influence consumers' information searches	Accepted
Hc ₃	Better-designed sociability will influence consumers' evaluations	Accepted
Hc ₄	Better-designed sociability will influence consumers' purchases	Accepted
Hc ₅	Better-designed sociability will influence consumers' post purchases	Accepted

Source: processed data result, using SmartPLS version 3.2.8

Based on the results of the study showed that the percentage of total design quality variable scores was 83.89% included in the high category. This shows that the quality of the designs displayed by the Instagram social commerce website belongs to the high category. In addition, the percentage of total purchase decision making variable score is 84.52%, which is included in the very high category. This shows that consumer purchasing decisions on a product through the Instagram social commerce website fall into the very high category.

5. Conclusion

Based on the results of the research and discussion in the previous chapter, the following conclusions are obtained:

1. The results of the study show that usability factors, functional factors, and social factors influence product awareness. The magnitude of the influence of usability factors, functional factors, and social factors has an effect on product awareness that is equal to 83.60%.
2. The results of the study show that usability factors, functional factors and social factors influence information search. The magnitude of the influence of usability factors, functional factors, and social factors has an effect on information search, which is 63.10%.
3. The results of the study show that usability factors, functional factors, and social factors influence evaluation. The magnitude of the influence of usability factors, functional factors, and social factors affect the evaluation of 64.50%.
4. The results of the study show that usability factors do not affect purchase. While functional factors and social factors affect purchase. The magnitude of the influence of usability factors, functional factors, and social factors affect the purchase that is equal to 61.10%.
5. The results of the study show that usability factor does not affect post-purchase. While functional factors and social factors affect post-purchase. The magnitude of the influence of usability factors, functional factors, and social factors have an effect on post-purchase that is equal to 56.50%.

Bibliography:

- APJI. (2017). *Penetrasi & Perilaku Pengguna Internet Indonesia*. Retrieved 23 February 2018 from <https://apji.or.id/survei2017/>
- Arikunto, Suharsimi. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Rineka Cipta.
- A. Bhatnagar and, M. Sanjog, and H. R. Rao. *On risk, Convenience, and Internet Shopping Behavior*, Communications of the ACM 43 (11) (2000) 98–114.
- Bai, B., Law, R., Wen, I., 2008. *The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors*. Int. J. Hospital. Manage. 27, 391–402.
- Bélanger, F., Carter, L., 2008. *Trust and Risk in E-government Adoption*. J. Strateg. Inf. Syst. 17 (2), 165–176.

Bilgihan, A., Bujisic, M., 2015. *The Effect of Website Features in Online Relationship Marketing: A Case of Online Hotel Booking*. *Electron. Commer. Res. Appl.* 14, 222–232.

- Brink, P. J. and Wood, M. J. (1998). *Advanced Designs In Nursing Research. 2nd Edition*. Thousand Oaks: Sage.
- Bronner, F., de Hoog, R., 2014. *Social Media and Consumer Choice*. Int. J. Market Res. 56, 51–71.
- Burns, N & Grove, SK. 2001. *The Practice of Nursing Research: Conduct, Critique. & Utilization. 4th Edition*. Philadelphia: WB Saunders.
- Carroll, B., 2008. *Social Shopping: A New Twist on E-commerce*. Furniture Today 32, 81.
- C. Brendon, "In ecommerce, customer trust is no longer an option: It is the requirement for success," Proceedings of the ASQ's Annual Quality Congress, 2002, New Orleans, LA, March, 2002.
- Cebi, S., 2013. *A Quality Evaluation Model for the Design Quality of Online Shopping Websites*. Electron. Commer. Res. Appl. 12, 124–135.
- C. Changchit, T. Garofolo, and J. J. Gonzalez (2009) "A Cultural Study of E-Commerce Trust: Hispanic versus Anglo", Journal of Information Science and Technology (JIST) 6(4) 2009.
- Chen, Y., Xie, J., 2005. *Third-party Product Review and Firm Marketing Strategy Market*. Sci. 24, 218–240.
- Cheung, C.M.K., Thadani, D.R., 2012. *The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model*. Decis. Support Syst. 54, 461–470.
- Choudhury, V., Karahanna, E., 2008. *The Relative advantage of Electronic Channels: A Multi-dimensional View*. MIS Quart. 32, 179–200.
- Comrey, A. L., & Lee, H. B. (1992). *A First Course in Factor Analysis (2nd ed.)*. Hillsdale, NJ Lawrence Erlbaum.
- Constantinides, E., Romero, L.R., Boria, M.A.G., 2008. *Social Media: A New Frontier for Eetailers?* Eur. Retail Res. 22, 1–28.
- Cooper, Donald R., & Schindler, Pamela S. (2011). *Business Research Methods (11th ed.)*. New York: Mc GrawHill/Irwin.
- Count, D., Elzinga, D., Mulder, S., Vetvik, O.J., 2009. *The Consumer Decision Journey*. McKinsey Quart. 3, 1–11.
- Cox, T., Park, J.H., 2014. *Facebook Marketing in Contemporary Orthodontic Practice: A Consumer Report*. J. World Federation Orthodont. 3, 43–47.
- Curty, R.G., Zhang, P., 2013. *Website Features That Gave Rise to Social Commerce: A Historical Analysis*. Electron. Commer. Res. Appl. 12, 260–279.
- Deng, L., Poole, M.S., 2012. *Aesthetic Design of E-commerce Web Pages – Webpage Complexity, Order and Preference*. Electron. Commer. Res. Appl. 11, 420–440.
- Dennison, G., Bourdage-Braun, S., Chetuparambil, M., 2009. *Social Commerce Defined*. White Paper #23747, IBM Corporation, Research Triangle Park, NC.
- D. H. McKnight, V. Choudhury and C. Kacmar, *The Impact of Initial Consumer Trust on Intentions to Transact with a Website: A Trust Building Model*, Journal of Strategic Information Systems 11 (3–4) (2002) 297–323.
- D. L. Hoffman, T.P. Novak, and M. Peralta, *Building Consumer Trust Online*. Communications of the ACM 1999; 42(4):80– 5.
- Doherty, N.F., Ellis-Chadwick, F.E. and Hart, C.A. (1999), "Cyber Retailing in the UK: The Potential of the Internet as a Retail Channel", *International Journal of Retail & Distribution Management*, Vol. 27 No. 1, pp. 22-36.
- Ellahi, A., Bokhari, R.H., 2013. *Key Quality Factors Affecting Users Perception of Social Networking Websites*. J. Retail. Consumer Serv. 20, 120–129.
- E. P. Becerra, and P. K.Korgaonkar, (2011). *Effects of Trust Beliefs on Consumers Online Intentions*. European Journal of Marketing, 45 (6), 936-962.

- E. Turban, D. King, J. McKay, P. Marshall, J. Lee and D. Viehland, (2008). *Electronic Commerce: A managerial Perspective* Prentice Hall, (5 ed.).
- Fan, W.S., Tsai, M.C., 2010. *Factor Driving Website Success: The Key Role of Internet Customization and the Influence of Website Design Quality and Internet Marketing Strategy*. Total Qual. Manage. Business 21, 1141–1159.
- Fernandez, A., Insfran, E., Abrahão, S., 2011. *Usability Evaluation Methods for the Web: A Systematic Mapping Study*. Inf. Softw. Technol. 53, 789–817.
- G. Lee, and H.Lin, "Customer perceptions of e-service quality in online shopping," International Journal of Retail & Distribution Management (33:2), 2005, pp. 161-176.
- Gaffar Khan, Abdul, "Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy", Global Journal of Management and Business Research (B) Volume XVI Issue I Version I. 2016.
- Gao, J., Zhang, C., Wang, K., Ba, S., 2012. *Understanding Online Purchase Decision-making: The Effects of Unconscious Through, Information Quality, and Information Quantity*. Decis. Support Syst. 53, 772–781.
- Ghozali, I. & Fuad. 2008. *Structural Equation Modeling*. Semarang: Universitas. Diponegoro.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guo, Y., Barnes, S., 2011. *Purchase Behavior in Virtual Worlds: An Empirical Investigation in Second Life*. Inform. Manage. 48, 303–312.
- Guritno, Suryo., Sudaryono., Rahardja, Untung. 2011. *Theory and Application of IT Research (Metodologi Penelitian Teknologi Informasi)*. Yogyakarta: Andi Offset.
- Hair, et al. 2010. *Multivariate Data Analysis*. Seventh Edition. Pearson Prentice Hall.
- Hajli, N.N., 2014. *The Role of Social Support on Relationship Quality and Social Commerce*. Technol. Forecast. Soc. Chang. 87, 17–27.
- Hassanein, K., Head, M., 2007. *Manipulating Perceived Social Presence through The Web Interface and Its Impact on Attitude Towards Online Shopping*. Int. J. Hum Comput Stud. 65, 689–708.
- Hansen dan Mowen. (2005). *Management Accounting Buku 2 Edisi ke 7*. Jakarta: Salemba Empat.
- Hernández, B., Jiménez, J., Martín, M.J., 2009. *Key Website Factors in E-business Strategy*. Int. J. Inf. Manage. 29, 362–371.
- Hoe, Sio Loon, 2008. *Issues And Procedures In Adopting Structural Equation Modeling Technique*. *Journal of Applied Quantitative Method*.
- Howard, J.A., *Buyer Behavior and Related Technological Advances*. *Journal of Marketing*, 1970. 34(1): p.18-21.
- Huang, Z., Yoon, S.Y., Benyoucef, M., 2012. *Adding Social Features to E-commerce*. In: *The 5th Annual Conference on Information Systems Applied Research*. New Orleans, Louisiana.
- Huang, Z., Benyoucef, M., 2013. *From E-commerce to Social Commerce: A Close Look at Design Features*. Electron. Commer. Res. Appl. 12, 246–259.
- Huang, Z., Benyoucef, M., 2015. *User Preferences of Social Features on Social Commerce Websites: An Empirical Study*. Technol. Forecast. Soc. Chang. 95, 57–72.
- Hutt, M.D. & Speh, T.W. (2004). *Business Marketing Management – A Strategic View of Industrial and Organizational Markets*. 8th ed. Mason, Ohio: Thomson South-Western.
- I. P. Akaah and P.K. Korgaonkar (1988), "A Conjoint Investigation of the Relative Importance of Risk Relievers in Direct Marketing," *Journal of Advertising Research*, (August/September), 38–44.
- Indrawati. P. (2015). *METODE PENELITIAN MANAJEMEN DAN BISNIS*. Bandung: PT Refika Aditama.

- Jacobsen, et al. (2009). *Method for Teaching*. Jogjakarta: Pustaka Pelajar.
- Jang, S., A. Prasad, and B.T. Ratchford, *How Consumers Use Product Reviews in the Purchase Decision Process*. Marketing Letters, 2012. 23(3): p. 825-838.
- J.Hays, and A. Hill, "Service Guarantee Strength: The Key to Service Quality," Journal of Operations Management (24:6), 2005, pp, 753-764.
- Jones, J.M. and Vijayasarathy, L.R. (1998), "Internet Consumer Catalog Shopping: Findings from An Exploratory Survey and Directions for Future Research", *Internet Research*, Vol. 8 No. 4, pp. 322-30.
- Jöreskog, K. G. and D. Sörbom (1986) *PRELIS: A Program for Multivariate Data Screening and Data Summarization (A Preprocessor for LISREL)*, 1st ed.
- Kang, J., Park-Poaps, H., 2011. *Motivational Antecedents of Social Shopping for Fashion and Its Contribution to Shopping Satisfaction*. Cloth. Textiles Res. J. 29 (4), 331–347.
- Kidane, Teklehaimanot Tadele and Sharma, R.R.K, (2016). *Factors Affecting Consumers' purchasing Decision through E-Commerce*. International Conference on Industrial Engineering and Operations Management. March 8-10, 2016.
- Kim, H., Gupta, S., Koh, J., 2011. *Investigating The Intention to Purchase Digital Items in Social Networking Communities: A Customer Value Perspective*. Inform. Manage. 48, 228–234.
- Kim, M., Stoel, L., 2004. *Apparel Retailers: Website Quality Factors and Satisfaction*. J. Retailing Consumer Serv. 11, 109–117.
- Kim, S., Park, H., 2013. *Effects of Various Characteristics of Social Commerce (Scommerce) on Consumers Trust and Trust Performance*. Int. J. Inf. Manage. 33, 318–332.
- Kim, Y.A., Srivastava, J., 2007. *Impact of Social Influence in E-commerce Decision-making*. In: Proceedings of the Ninth International Conference on Electronic Commerce. New York, USA, 293–302.
- Kumar, S.S., Ramachandran, T., Panboli, S., 2015. *Product Recommendations Over Facebook: The Roles of Influencing Factors to Induce Online Shopping*. Asian Soc. Sci. 11, 202–218.
- Kunst, K., Vatrappu, R., 2014. *Towards a Theory of Socially Shared Consumption: Literature Review, Taxonomy, And Research Agenda*. In: The 22nd European Conference on Information Systems, Israel.
- L. Chen, M.L. Gillenson and D.L. Sherrell, (2002), "Enticing Online Consumers: An Extended Technology Acceptance Perspective", *Information Systems Research*, Vol. 39 No. 8, pp. 705-19.
- Lee, Y., Kozar, K.A., 2012. *Understanding of Website Usability: Specifying and Measuring Constructs and Their Relationships*. Decis. Support Syst. 52, 450–463.
- Lei, P. W. and Wu, Q. *An NCME Instructional Module on Introduction to Structural Equation Modeling: Issues and Practical Considerations*, Educational Measurement, Issues and Practice, 26, 3, 2007.
- Li, C., 2014. *A Tale of Two Social Networking Sites: How The Use of Facebook and Renren Influences Chinese Consumers Attitudes Toward Product Packages with Different Cultural Symbols*. Comput. Hum. Behav. 32, 162–170.
- Liang, T., Lai, H., 2002. *Effect of Store Design on Consumer Purchases: Van Empirical Study of On-line Bookstore*. Inform. Manage. 39, 431–444.
- Liang, T.P., Turban, E., 2011. *Introduction to The Special Issue – Social Commerce: A Research Framework for Social Commerce*. International Journal of Electronic Commerce 16, 5–14.
- Liang, T.P., Ho, Y.T., Li, Y.W., Turban, E., 2011. *What Drives Social Commerce: The Role of Social Support and Relationship Quality*. Int. J. Electron. Commerce 16, 69–90.
- Liu, Y., Li, H., Hu, F., 2013. *Website Attributes in Urging Online Impulse Purchase: An Empirical Investigation on Consumer Perceptions*. Decision Support System 55, 829–837.

- Luna-Nevarez, C., Hyman, M.R., 2012. *Common Practices in Destination Website Design*. J. Destin. Market. Manage. 1, 94–106.
- M. Koufaris and W. Hampton-Sosa, (2004). *The Development of Initial Trust in an Online Company by New Customers*. Information and Management, 41(3), 377–397.
- Malhotra, Naresh K. 2010. *Riset Pemasaran (Marketing Research)*. Edisi 4. Jilid 1, Alih Bahasa. Indonesia: PT. Indeks.
- March, J.G., 1978. *Bounded Rationality, Ambiguity, and The Engineering of Choice*. Bell J. Econ. 9 (2), 587–608.
- Marsico, M., Levialdi, S., 2004. *Evaluating Websites: Exploiting Users Expectations*. Int. J. Human Comput. Stud. 60, 381–416.
- Moham, S., Choi, E., Min, D., 2008. *Conceptual Modeling of Enterprise Application System Using Social Networking and Web 2.0 'Social CRM System'*. In: International Conference on Convergence and Hybrid Information Technology. 237–244.
- Mueller, R.O. (1997). *Structural Equation Modeling: Back to Basics*. *Structural Equation Modeling*, 4, 353-369.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory (3rd ed.)*. New York McGraw-Hill.
- Ono, C., Nishiyama, S., Kim, K., Paulson, B.C., Cutkosky, M., Petrie, C.J., 2003. *Trustbased Facilitator: Handling Word-of-Mouth Trust for Agent-based E-commerce*. Electronic Commerce Research 3, 201–220.
- P.A. Pavlou, (2003). *Consumer Acceptance of Electronic Commerce: Integrating Trust and Tisk with The Technology Acceptance Model*. International Journal of Electronic Commerce, 7(3), 101–134.
- Park, C., Lee, T.M., 2009. *Antecedents of Online Reviews Usage and Purchase Influence: An Empirical Comparison of U.S. and Korean Consumers*. J. Interactive Market. 23, 332–340.
- Pallud, J., Straub, D.W., 2014. *Effective Website Design for Experience-Influenced Environments: The Case of High Culture Museums*. Inform. Manage. 51, 359–373.
- Pfleeger, N.F., 1997. *Software Metrics A Rigorous and Practical Approach*, Thomson Computer Press.
- Polit, D., F., & Hungler, B., J (1999). *Nursing Research: Principles and Methods. (6th)*. Philadelphia: Lippincott Williams and Wilkins.
- Pöyry, E., Parvinen, P., Malmivaara, T., 2013. *Can We Get From Liking to Buying? Behavioral Differences in Hedonic and Utilitarian Facebook Usage*. Electron. Commerce Res. Appl. 12, 224–235.
- Putsis, W.P., Jr. and N. Srinivasan, “So, How Long Have You Been in the Market? The Effect of the Timing of Observation on Purchase”. *Managerial and Decision Economics*, 1995. 16(2): p. 95-110.
- Pyle, R. (1996), “*Electronic Commerce and the Internet*”, *Communications of the ACM*, Vol. 39 No. 6, pp. 22-4.
- R. L. Hess Jr, (2008). *The Impact of Firm Reputation and Failure Severity on Customers Responses to Service Failures*. Journal of Services Marketing, 22 (5), 385–398.
- Ranganathan, C., Shobha, G., 2002. *Key Dimensions of Business-to-consumer Websites*. Inform. Manage. 39, 457–465.
- Riadi, Edi. 2018. *Statistik SEM (Structural Equation Modeling) dengan Lisrel*. Yogyakarta : Andi.
- Riduwan. 2012. *Metode & Teknik Menyusun Proposal Penelitian*. Bandung: Alfabeta.
- Rigdon EE, Ferguson CE. *The Performance of The Polychoric Correlation Coefficient and Selected Fitting Functions in Confirmatory Factor Analysis with Ordinal Data*. Journal of Marketing Research. 1991; 28: 491–497.
- Roscoe, J. T. (1975), *Fundamental Research Statistics for The Behavioural Sciences (2nd Edition)*. New York, NY: Holt, Rinehart and Winston.

- S. J. Tan, (1999), “*Strategies for Reducing Consumers’ Risk Aversion in Internet Shopping,*” *Journal of Consumer Marketing*, 16 (2), 163–80.
- Sadovykh, V., Sundaram, D., Piramuthu, S., 2015. *Do Online Social Networks Support Decision-making?* *Decis. Support Syst.* 70, 15–30.
- Seckler, M., Heinz, S., Forde, S., Tuch, A.N., Opwis, K., 2015. *Trust and Distrust on The Web: User Experiences and Website Characteristics.* *Comput. Hum. Behav.* 45,39–50.
- Sekaran, U. (2003), *Research Methods for Business A Skill-Building Approach. 4th Edition*, John Wiley & Sons, New York.
- Sekaran, U. (2016), *Research Methods for Business: A Skill Building Approach.* New Jersey: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business A Skill-Building Approach (5th ed.)*. Haddington John Wiley & Sons.
- Sekaran, Uma dan Roger Bougie. 2016. *Research Methods for Business. (7th ed)*. United Kingdom: John Wiley & Sons.
- Shaouf, A., Lü, K., Li, X., 2016. *The effect of Web Advertising Visual Design on Online Purchase Intention: An Examination Across Gender.* *Comput. Hum. Behav.* 60, 622–634.
- Shin, D.H., 2013. *User Experience in Social Commerce: In Friends We Trust.* *Behav. Inform. Technol.* 32, 52–67.
- Sinha, Jayendra and Kim, Jiyeon (2012). *Factors Affecting Indian Consumers Online Buying Behavior.* *Innovative Marketing (hybrid)*, 8(2)
- Simon, H.A., 1959. *Theories of Decision-Making in Economics and Behavioral Science.* *Am. Econ. Rev.* 49 (3), 253–283.
- Sin, S.S., Nor, K.M., Al-Agaga, A.M., 2012. *Factors Affecting Malaysian Young Consumers Online Purchase Intention in Social Media Websites.* *Procedia Soc. Behav. Sci.* 40, 326–333.
- Slevin, J. (2000). *The Internet and Society.* Cambridge: Polity Press.
- Solomon, M.R., R. Polegato, and J.L. Zaichkowsky, *Consumer Behavior: Buying, Having, and Being. Vol. 6.* 2009: Pearson Prentice Hall Upper Saddle River, NJ.
- SOU - Statens Offentliga Utredningar, (1999:106). *Konsumenterna och IT – en utredning om datorer, handel och marknadsföring.* Stockholm: Norstedts Tryckeri.
- Spaulding, D., 2010. *How Can Virtual Communities Create Value for Business?* *Electron. Commer. Res. Appl.* 9, 38–49.
- Stefani, A., Xenos, M., 2011. *Weight-Modeling of B2C System Quality.* *Comput. Stand. Interfaces* 33, 411–421.
- Steinhart, Y., O. Ayalon, and H. Puterman, *The Effect of An Environmental Claim on Consumers Perceptions About Luxury and Utilitarian Products.* *Journal of Cleaner Production*, 2013. 53(0): p. 277-286.
- Sugiyono. (2012). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D).* Alfabeta. Bandung.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung : Alfabeta.
- Sugiyono. 2017. *Statistik Untuk Penelitian.* Bandung : Alfabeta.
- T. Sun, (2011) “*The Roles of Trust and Experience in Consumer Confidence in Conducting E-Commerce: A Cross Cultural Comparison Between France and Germany*”, *International Journal of Consumer Studies* (2011) 330–337.
- Venkatesh, V., Hoehle, H., Aljafari, R., 2014. *A Usability Evaluation of The Obamacare Website.* *Govern. Inform. Quart.* 31, 669–680.
- Verhagen, T., van Dolen, W., 2011. *The Influence of Online Store Beliefs on Consumer Online Impulse Buying: A*

- Model and Empirical Application*. Inform. Manage. 48, 320–327.
- Vila, N., Kuster, I., 2011. *Consumer Feelings and Behaviours Towards Well-designed Websites*. Inform. Manage. 48, 166–177.
- Wagner, N., Hassanein, K., Head, M., 2014. *The Impact of Age on Website Usability*. Comput. Hum. Behav. 37, 270–282.
- Wang, E.S.T., Chen, L.S.L., 2012. *Forming Relationship Commitments to Online Communities: The Role of Social Motivations*. Comput. Hum. Behav. 28, 570–575.
- Wang, C.N., Zhang, P., 2012. *The Evolution of Social Commerce: The People, Management, Technology, and Information Dimensions*. Commun. Assoc. Inform. Syst., 1–23.
- Wang, J.C., Chang, C.H., 2013. *How Online Social Ties and Product-related Risks Influence Purchase Intentions: A Facebook Experiment*. Electron. Commer. Res. Appl. 12, 337–346.
- Wang, X., Yu, C., Wei, Y., 2012. *Social Media Peer Communication and Impacts on Purchase Interactions: A Consumer Socialization Framework*. J. Interactive Market. 26, 198–208.
- Westbrook, R.A., J.W. Newman, and J.R. Taylor, Satisfaction/Dissatisfaction in the Purchase Decision Process. *Journal of Marketing*, 1978. 42(4): p. 54-60.
- Windham, L. & Orton, K. (2000). *The Soul of the New Consumer – The Attitudes, Behaviors, and Preferences of e-customers*. New York: Allworth Press.
- Wiyono, Gendro. *Merancang Penelitian Bisnis : dengan alat SPSS dan SmartPLS*. Yogyakarta : UPP STIM YKPN.
- Wu, Y.J., Shen, J., Chang, C., 2015. *Electronic Service Quality of Facebook Social Commerce and Collaborative Learning*. Comput. Hum. Behav. 51, 1395–1402.
- Y. Chen and S. Barnes, "Initial Trust and Online Buyer Behavior," *Industrial Management & Data Systems* (107:1), 2007, pp, 21-36.
- Yadav, M.S., de Valck, K., Hennig-Thurau, T., Hoffman, D.L., Spann, M., 2013. *Social Commerce: A Contingency Framework for Assessing Marketing Potential*. J. Interactive Market. 27, 311–323.
- Yang, K., Li, X., Kim, H., Kim, Y.H., 2015. *Social Shopping Website Quality Attributes Increasing Consumer Participation, Positive eWOM, and Co-shopping: The Reciprocating Role of Participation*. J. Retailing Consumer Serv. 24, 1–9.
- Zhang, K., Benyoucef, M., 2016. *Consumer Behavior in Social Commerce: A Literature Eeview*. Decis. Support Syst. 86, 95–108.
- Zikmund, William G., *et al.* (2010). *Business Research Methods*. (eighth edition). South Western, USA: Cengage Learning.
- Zikmund, W.G. (2003) *Business Research Methods*. 7th Edition, Thomson South Western, Ohio.