

Investigating the Impact of Social Interaction on Consumer's Purchasing Behavior in Social Commerce Platform

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Abstract. *S-commerce is a modern trend in the field of internet trading, which uses social media as the medium for transactions. To study this rising propensity, we examine how social interaction affects the consumer's s-commerce purchasing behavior. The sampling technique used purposive sampling and the 189 respondents were selected according to predetermined criteria. The data processing approach employed Structural Equation Model (SEM) - Partial Least Square (PLS) with SmartPLS 3.0 software assistant. The results showed that social interaction had a positive and significant effect on trust and intention to purchase, trust had a positive and significant impact on purchase intention and s-commerce purchasing behaviour, and purchase intention had positive and significant influence on s-commerce purchasing behavior. In contrast, the consumer's social interaction effect toward s-commerce purchasing behavior was insignificant. The results are expected to provide a comprehensive understanding in term of consumer's behavior in social media and its consequences for the s-commerce market strategy in Indonesia.*

Keywords: *Social interaction, trust, purchase intention, s-commerce purchasing behavior, SEM-PLS*

Abstrak. *S-commerce merupakan evolusi baru dalam dunia perdagangan internet yang memanfaatkan media sosial sebagai platform transaksi bisnisnya. Untuk menyelidiki fenomena tersebut, penelitian menganalisis bagaimana interaksi sosial memengaruhi perilaku pembelian konsumen s-commerce di Indonesia. Teknik pengambilan sampel menggunakan purposive sampling dan 189 responden kemudian dipilih berdasarkan kriteria yang telah ditetapkan sebelumnya. Teknik analisis data menggunakan Structural Equation Model (SEM) – Partial Least Square (PLS) dengan alat bantu software SmartPLS 3.0. Hasil penelitian membuktikan bahwa konstruk interaksi sosial berpengaruh positif dan signifikan terhadap kepercayaan dan niat pembelian, kepercayaan berpengaruh positif dan signifikan terhadap niat pembelian dan perilaku pembelian s-commerce, niat pembelian berpengaruh signifikan terhadap perilaku s-commerce konsumen. Sebaliknya, pengaruh interaksi sosial terhadap perilaku pembelian s-commerce positif namun tidak signifikan. Temuan diharapkan dapat memberikan pemahaman baru mengenai perilaku konsumen di media sosial dan implikasinya pada strategi perusahaan s-commerce di Indonesia.*

Kata Kunci: *Interaksi sosial, kepercayaan, niat pembelian, perilaku pembelian s-commerce, SEM-PLS*

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Introduction

The social media advent has been transforming into a remarkable phenomenon that quickly reshaped the internet user's behavior in the last decades (Marsden, 2010; Hajli, 2015; Gibreel, AlOtaibi, & Altmann, 2018). The transformation has been powered by the immense numbers of social media users especially in Indonesia, which has attained 150 million users (approximately 75% of the total population) and have been ranking as the fourth highest in the world (Kemp, 2019). In addition, social networking sites (SNS) – a major type of social media – contribute significantly by enabling people to interact each other and create or share several forms of contents (Turban, Strauss, & Lai, 2016), and this ultimately alter their perspective in behaving in the internet (Hajli, 2013). It also drives social life into a different level where users are capable to build new business plans and as a result, gradually extend the form of online commerce (e-commerce) from a product-centric to a consumer-centric (Baghdadi, 2013). In relation to the prominence feature of social networking sites and other types of social media, social commerce (s-commerce) has been accepted globally as a thriving alternative of online business research (Hajli & Sims, 2015; Stephen & Toubia, 2010; Yahia et al., 2018).

Since s-commerce is a freshly discovered concept in the e-commerce literature, previous research has been defined it in distinct definitions. Kim & Park (2013) explained it as an extended model of e-commerce, supported by social media technology to facilitate the buying and selling activities in internet platform. Similarly, Hajli (2013) mentioned s-commerce as an electronic word-of-mouth (e-WoM) employed to the e-commerce platform. From the broader perspective, (Cecere, 2010) states that s-commerce is the implementation of social strategies to predict, realize and enhance the shopping experience in social media.

S-commerce is a new channel, and altering a novel method to influence consumers through the e-commerce and mobile-commerce. In another point of view, consumers are able to perform s-commerce even without the presence of e-commerce websites, as consumers benefit solely social media features to make a payment (Richard & Guppy, 2014). In psychology of social shopping view, Marsden (2010) stated that people are influenced by prominent informational cues from other people in the community when they shop online.

On the social life, interaction becomes a paramount foundation (Ng, 2013). People strongly desire to communicate, socialize, or cooperate with others, and for this reason, interaction is perceived as a basic need in people's life. According to the science of sociology, such interrelationships are labelled as social interactions (networks) (Ghahtarani, Sheikhmohammady, & Rostami, 2020; Hlebec, Manfreda, & Vehovar, 2006). In most cases, the more intense interaction is, the more high opportunity in producing business transactions among them. Some experts stated that the consumer's interaction plays an important role in building a business climate on social media (Ghahtarani et al., 2020). Forms of communication such as chatting, sharing photos, or commenting on each other's posts can increase the closeness and familiarity between users. Communication between consumers on the social media platform becomes a key element that differs s-commerce to the other online trading/commercial activities (Chen & Shen, 2015). Yahia et al. (2018) found that social interaction, especially facilitated by social networking sites palpably become a significant predictor of behavioral intentions as it allows users to build, develop, and maintain online relationships.

Trust has been widely accepted as the most important component in human social relations (Gefen, 2000; Hajli, 2015; Hong & Cha, 2013; Hamid & Ikbali, 2017). When linked to the s-commerce concept, Turban et al. (2016) stated that trust can be built through

a sense of caring and reliability from a message, suggestion, or recommendations among SNSs users. The trust establishment in s-commerce must be involved social feature, where it can be facilitated or enhanced through the involvement and reliability of s-commerce companies in building relationships (consumer-consumer, consumer-seller). Furthermore, building trust in s-commerce is even more crucial compared to any other internet-based business due to the unidentified and unpredictable activities (Han, 2014). Instead of trust based on purchase interactions in e-commerce, trust in social commerce can be founded upon consumer experiences and impression in the social media.

Intention is an individual's subjective measure of how likely the action will be conducted out (Othman et al., 2019). The intention to continue influences consumer behavior, one of which is the intention to buy, in this context, the intention to buy online. The purchase intention is defined as the possibility of future purchases of a product or service (Ashur, 2016). Purchase intentions can also be defined as decisions to act or physiological actions that show individual behavior according to product preferences (Goyal et al., 2013). Another definition of purchase intention is "what will I buy" (Hajli, 2015). S-commerce-based business assists consumers in making purchasing decisions by referring on referral from friends, family, or parties that are considered credible in social networking communities (Ghahtarani et al., 2020). The customer's decision to purchase a product has a direct relationship to what consumers previously shared or posted on social media.

Previous research has revealed how social interaction among consumers is a crucial determinant (direct/ indirectly) to predict consumer s-commerce behavior. For example, "Ghahtarani et al. (2020) found the dimensions of social interaction theory have a significant relationship on purchasing behaviour. Similarly, Ng (2013) and Ng (2013) reported how powerful was the interaction between consumers in stimulating social commerce decision.

Likewise, Yahia et al. (2018) study has shed light on the booster of social commerce in social media platforms, and revealed that characteristics of the social commerce vendor had a significant effect on users' trust and social commerce intention. Specifically in SNSs context, (Gatautis & Medziausiene, 2014; Richard & Guppy, 2014) some corroborated that social aspect has become the dominant factor in influencing behavior of facebook users in Asia.

However, previous studies from South Korea (Hong, 2015), Malaysia (Lim et al., 2016), and China (Yin, Wang, Xia, & Gu, 2019) have revealed that social interaction effect was insubstantial in predicting trust, intention and purchasing behavior in various s-commerce platform. Consequently, the correlation between social interaction and consumers behaviour in s-commerce context is still vaguely examined and demanding further investigation. As elucidated by well-known s-commerce scholars in their conceptual paper (Hajli, 2013) and systematic literature review (Zhang & Benyoucef, 2016), some model development is strongly required to cover the lacks of number of s-commerce research. In this regard, the purpose of the current s-commerce study is to investigate the influence of social interaction on consumer behavior (i.e. trust, purchase intention and purchase behavior) in s-commerce platform. This would expected to offered both theoritical and managerial implications for stakeholders in Indonesia.

Hypothesis Development

Trust can be built and developed virtually on social media (Hajli & Khani, 2013). In community-to-community (C2C) case, a similar result was found. Wang & Chang (2013) and Gatautis & Medziausiene (2014) have explained that social interaction in a C2C environment is capable to escalate the level of trust among members. Surprisingly, the effect could be multiplied when the person interact to each other confidently or consistently and this relationship could lead to trust in the social networking community.

Furthermore, Ng (2013) has proved that closeness and familiarity significantly affect the community trust in the facebook social networking site. He emphasized that closeness and familiarity influencing trust in East Asian countries are greater than in Latin American countries. Some studies (Hajli, 2012; Han, 2014; Nadeem et al., 2020) also prove a significant relationship of social interaction to trust, and accordingly, having more social interaction among members on a social network community tends to bring greater trust among consumers.

One study of further intentions in the factors of web-based revealed that social interaction influence the user's continued intentions (Lee & Kwon, 2011). Referring to the consumers attitude, it has been shown to consistently perform the purchase intention of social network users for offers recommended by friends on social media (Erkan & Evans, 2018; Hajli, 2013). This evidence is essential to stress that the greater familiarity between recipient and sender information, the greater probability to purchase products or services offered by the sender of information (Chen & Shen, 2015). This result indicates that the desire to buy is directly affected by the social connections built between users and the group of social networks.

When the consumer communicates socially on SNSs, they express a deep sense with the others (Hlebec et al., 2006). In addition, Ng (2013) asserts that strong closeness and familiarity in the community of social networking sites increases the influence toward the purchase intentions of people in the community. Lal (2017) and Park et al. (2007) added that intimacy-based or commitment-based relationships have an influence on consumer persuasion and invitations and the number of services purchased. Despite the behaviour can be influenced by social interaction in a community, especially on social networking sites, however, some prior studies found no significant effect in their report. The inconsistency need to reanalyze to confirm the theory.

Based on the aforementioned elucidation flow, the research hypothesis is developed as follows:

Hypothesis 1: Social interaction has an influence on consumer trust

Hypothesis 2: Social interaction has an influence on consumer purchase intention

Hypothesis 3: Social interaction has an influence on consumer s-commerce purchasing behavior

Consumer trust - in all transaction electronic-based categories (for example, e-commerce, m-commerce and s-commerce) – perceived as the most invincible precious asset in company (Othman et al., 2019; Turban et al., 2018). To stimulate consumers intention, e-commerce companies should convince them in the most reliable and trustworthy method that they can deliver (Hajli, 2015; Kim & Park, 2013; Nadeem et al., 2017; Nadeem et al., 2020). In s-commerce, trust is highly built by social aspects such as social interaction, social support, social network and social presence.

Research conducted by (Molinillo, Anaya-Sánchez, & Liébana-Cabanillas, 2020) explained that trust among users and users and sellers on social networking sites will direct to purchase intentions through the site. Chen & Shen (2015) and Hajli (2015) found that trust gained from social support had a positive impact on purchase intentions and s-commerce purchasing decision. Hong & Cha (2013) who examined perceived risk in online shopping also found that trust positively affect consumers' purchase intention. However, in relation to s-commerce, no research investigated this relationship. Trust is more valuable in s-commerce than other shape of online companies as s-commerce uses SNSs as the key source of knowledge and sharing experience. Hence, the two hypotheses can be stated as follows:

Hypothesis 4: Trust has an influence on consumer purchase intention

Hypothesis 5: Trust has an influence on consumer s-commerce purchasing behavior

Intentions are cognitive representations of the individuals' readiness to perform certain behaviors (Ajzen, 1991). The stronger the individual's intention to perform certain behaviors, the greater the particular behavior will be carried out. According to Cheng & Huang (2013) and Sulthana & Vasantha, (2019) consumers with the intention to purchase products can result a higher actual purchase level than customers who indicate that they have no intention to buy. The results of the study have supported that the path from intention to buy organic products or services to actual buying behavior is positive and significant. Therefore, the hypothesis is proposed as follows:

Hypothesis 6: Purchase intention has an influence on consumer s-commerce purchasing behavior

Overall, s-commerce research has received a massive attention in Asia, but in contrast, s-commerce studies are still rarely to be found in Indonesia. This is ironic, considering that this country is labelled as one of the promising s-commerce emerging market in the world. Hence, to answers the aforementioned issues, we developed the conceptual framework model (Figure 1) based on the phenomenon and prior research gap explication to empirically address research problems.

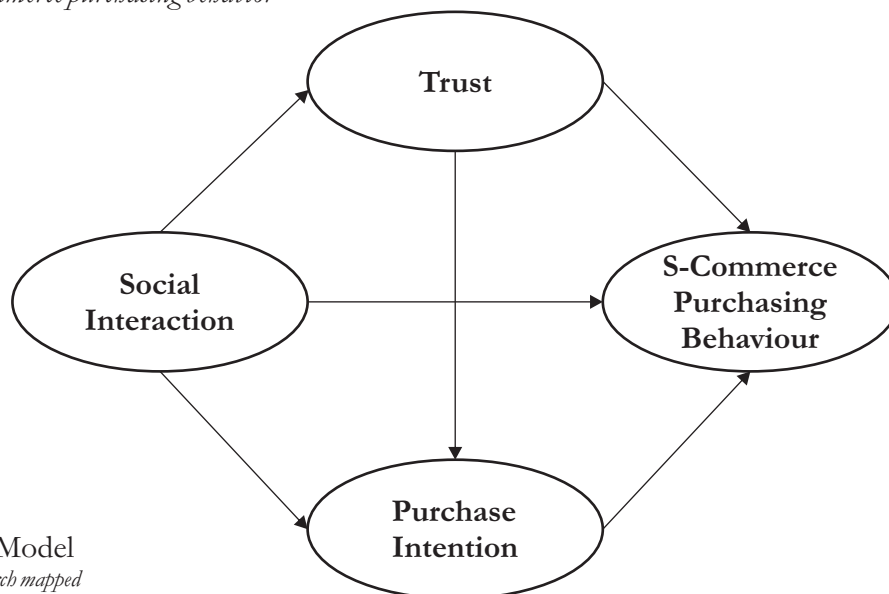


Figure 1.
Conceptual Model
Source: Prior research mapped

Methodology Penelitian

This research is categorized as causality or explanatory as it aims to find an explanation in the form of a causal relationship between several constructs or some variables developed (Newman, 2014). The population determined in this study is the active user of Instagram in Indonesia. The decision to choose the Instagram platform is based on two factors, namely (Nabila, 2019) 1) According to the Asia Social Commerce Report, Instagram is the most widely used social media platform by Indonesian e-vendors to promote their

businesses; and 2) According to the IPSOS survey "The Impact of Instagram on Business in Indonesia", reported that 90% of respondents have used Instagram to communicate with business partners, 76% of respondents have ordered products from a company they found on Instagram, and 66% have considered buying a services or products they saw on Instagram. Considering that the number of surveys have not reported the precise number of Instagram users in Indonesia, the size of the population in this study is still unknown.

It can be stated that the most applicable sampling method that must be used was non-probability sampling techniques, namely judgment sampling techniques (Cooper & Schindler, 2014). The technique was chosen to ensure that the sample has certain characteristics and characteristics that have been determined according to the researcher's consideration. Characteristics used to select the respondents are as follows: (1) Having awareness and knowledge of s-commerce practices through Instagram; 2) Conducting a transaction through Instagram at least once. The criteria will determine the accuracy of the primary data required in the analysis.

The determination of the sample is in line with the Structural Equation Modeling (SEM) criteria. In SEM, the sample size based on the maximum likelihood estimation (MLE) model which is 100-200 cases (Hair et al., 2017) or 5-10 times the number of items tested (Abdillah & Jogiyanto, 2015).

Referring to the explanation above, the minimum sample size of respondents is 17 indicators x 10 = 170 people. To obtain primary data, we scattered a link of electronic questionnaires (powered by google form) for a month. After the data collection procedure, 189 Instagram users were netted based on the judgement sampling criteria.

To test the collected primary data, Structural Equation Modeling (SEM) variance-based or partial least square (PLS) were the most appropriate analytical technique (Garson, 2016; Hair et al., 2017; Ringle, Rigdon, & Sarstedt, 2018). PLS-SEM is suitable to develop theory or model at relatively early level (Shmueli et al., 2019). To assess the current specification model, two evaluations method were implemented, i.e. the outer model (measurement model) and the inner model (structural model).

Table 1.
The Description of Respondents (N=189)

Category	Item	F	%
Gender	Male	52	27.6%
	Female	137	72.4%
Age	17-21	87	46.0%
	22-26	69	36.5%
	> 26	33	17.5%
Occupation	Students	90	47.6%
	Employees	35	18.5%
	Businessman/woman	54	28.6%
	Others	10	5.2%
Expenditure (per month)	< 1 million	32	20.1%
	1 – 3 million	79	41.8%
	3 – 5 million	44	23.3%
	> 4 million	34	18.0%
S-commerce buying frequency through Instagram	1 – 3 times	154	81.5%
	> 3 times	35	18.5%
Most search products in Instagram	<i>Fashion</i>	119	11.1%
	Foods and Drinks	47	63.0%
	Others	23	12.1%

Result and Discussion

Respondents

Descriptions of respondents are listed in Table 1. The majority of respondents are women with an age range of 17-21 years, having the status of students, and having an average expenditure of 1-3 million per month. Next, all respondents have purchases through Instagram as much as 1-3 times or more, and fashion (clothing) become the most popular product category. In short, respondents have mature knowledge and experience of social commerce practices in Instagram. This behavior plays a crucial role in determining segmentation strategies, and brand positioning in the minds of social media users in Indonesia.

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model (outer model) is conducted by calculating the convergent validity and discriminant validity. When evaluating how well constructs are measured by their indicator variables, individually or jointly, researchers need to elaborated reflective measurement perspective that used in this research.

Convergent validity is measured through loading factors, an instrument is stated to fulfill the convergent validity if it has a loading factor above 0.7 (Hair et al., 2017). Based on the test results, it can be stated that all measurement items construct (social interaction, trust, purchase intentions, and s-commerce purchasing behavior) are greater than 0.7. Thus, these items are valid to measure their reflective variable.

Furthermore, discriminant validity is assessed by cross loading with the criterion that if the loading value of an item in a corresponding variable is greater than the loading value of an item in another variable then the item is declared valid in measuring the corresponding variable (Garson, 2016). Based on the calculation of cross loading, it can be explained that all items that measure the construct of social interaction, trust, purchase intentions, and s-commerce purchasing behavior produce a loading value that is greater than the value of loading on other variables. Therefore, it can be concluded that each item is able to measure latent variables that correspond to these items.

The results of convergent and discriminant validity testing are illustrated in Table 2.

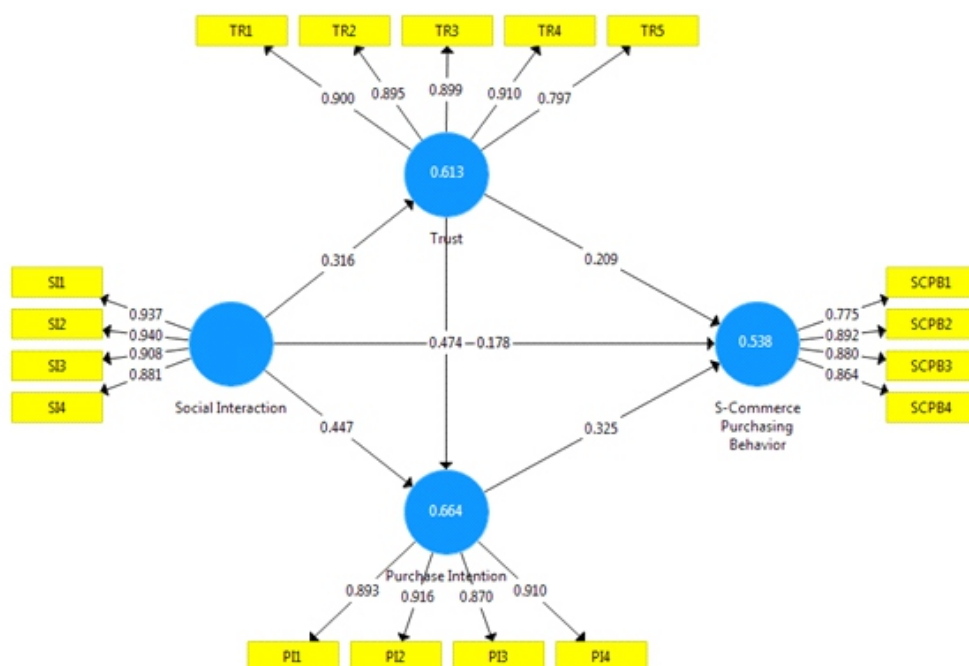


Figure 2.

PLS-SEM Full Model Assesment

Source: Output Smart PLS 3.0

Table 2.
Cross Loading

	Social Interaction	Trust	Purchase Intention	S-commerce Purchasing Behavior
SI1	0,937	0,779	0,766	0,798
SI2	0,940	0,765	0,785	0,841
SI3	0,908	0,726	0,785	0,813
SI4	0,881	0,824	0,766	0,799
TR1	0,805	0,900	0,786	0,806
TR2	0,800	0,895	0,783	0,803
TR3	0,763	0,899	0,713	0,731
TR4	0,717	0,910	0,780	0,752
TR5	0,617	0,797	0,678	0,653
PI1	0,761	0,743	0,893	0,752
PI2	0,732	0,753	0,916	0,767
PI3	0,758	0,784	0,870	0,815
PI4	0,785	0,770	0,910	0,788
SCPB1	0,605	0,666	0,700	0,775
SCPB2	0,825	0,739	0,775	0,892
SCPB3	0,781	0,764	0,777	0,880
SCPB4	0,800	0,740	0,722	0,864

Source: Output SmartPLS 3.0

Next, the testing criteria used to assess construct reliability are discriminant reliability (AVE), cronbach alpha (α) and composite reliability. The test criteria state that if discriminant reliability (AVE) is greater than 0.5, cronbach alpha is greater than 0.6 and composite reliability is greater than 0.7, then the measurement constructs is declared reliable (Hair et al., 2017). Based on the test results, the value of discriminant reliability (AVE) on all measurement variables depicted a value greater than 0.5. Thus, based on the calculation of discriminant reliability (AVE)

all items are declared reliable in measuring the latent variables. Next, the composite reliability value in all constructs showed a value greater than 0.7. Hence, based on the calculation of composite reliability of all items declared reliable (reliable) in measuring latent variables. Finally, the cronbach alpha value found in all constructs had a value greater than 0.6. Thus, based on cronbach alpha calculations all sub variables are stated to be reliable in measuring their latent variables. The reliability assesment is demonstrated in Table 3.

Table 3.
Reliability Assesment

Constructs	Items	AVE	C.R.	ff
Social Interaction (SI)	4	0,841	0,955	0,937
Trust (TR)	5	0,777	0,946	0,928
Purchase Intention (PI)	4	0,805	0,943	0,919
S-commerce Purchasing Behavior (SCPB)	4	0,729	0,915	0,875

Source: Output SmartPLS 3.0

Evaluation of Structural Model (Inner Model)

If the outer model evaluation provides evidence of reliability and validity, it is appropriate to examine inner model estimates in advance. The primary criterion for inner model assessment is the coefficient of determination (R^2), which represents the amount of explained variance of each endogenous latent variable. The test results indicated that the value of R^2 for endogenous variable are 0.613 or 61.3% (trust), 0.664 or 66.4% (purchase intention), and 0.538 or 53.8% (s-commerce behavior). All R^2 value showed that endogenous variables have a value of more than 0.67, so it can be stated that the modeling formed is categorized as a good (fit) model (Ghozali, 2014).

Hypothesis testing (significance) on the SEM-PLS analysis method states that the estimated value for the path relationship (coefficient) in the structural measurement model is used to determine the significance of the relationships between latent variables. Hypothesis testing is conducted by bootstrapping process with the asisstant of the Smart PLS 3.0 computer software program in order to obtain the relationship of the influence of exogenous variables on endogenous variables. The T-table value for the confidence level of 95% (significant $\alpha < 0.05$) and the degree of freedom ($df = n - 2 = 189 - 2 = 187$) is 1.98. Hypothesis testing for each of the latent variable relationships is presented in Table 4.

Table 4.

Summary of Hypothesis Result

Path		Estimation	S.E.	T Statistics	P Values	Result	Hypothesis
SI	TR	0.316	0.077	4.103	0.000	Significant	Accepted
S1	PI	0.447	0.087	4.873	0.000	Significant	Accepted
SI	SCPB	0.178	0.094	1.894	0.062	Insignificant	Rejected
TR	PI	0.474	0.084	5.390	0.000	Significant	Accepted
TR	SCPB	0.209	0.101	2.119	0.035	Significant	Accepted
PI	SCPB	0.325	0.091	3.684	0.000	Significant	Accepted

Note: SI: Social Interaction; TR: Trust; PI: Purchase Intention; SCPB: S-commerce Purchasing Behavior.

Source: Output Smart PLS 3.0

Firstly, the estimated value of the social interaction variable (SI) is 0.316, which means that the direction of the variable relationship is positive. The T-statistic value of the effect of SI variables on TR is 4,103 or greater than the T-table (1.98). That is, the latent variable SI significantly influences the latent variable TR. Hence, H1 was accepted.

Secondly, referred to the results of hypothesis testing, the estimated value of the social interaction variable (SI) is 0.447, which means that the direction of the variable relationship is positive.

The T-statistic value of the effect of the SI variable on PI was 4,873 or greater than the T-table value (1.98). Therefore, SI latent variable has a significant effect on PI latent variable. Thus, H2 is accepted.

Thirdly, the results the estimated value of the social interaction variable (SI) is 0.178 which means that the direction of the variable relationship is positive. The T-statistic value of the effect of the SI variable on SCPB is 1,894 or smaller than the T-table value (1.98). That is, the SI latent variable does not significantly influence the SCPB latent variable. Thus, H3 is rejected.

Fourthly, the results of hypothesis testing indicated that the estimated value of the trust variable (TR) is 0.474 which means that the direction of the variable relationship is positive. The T-statistic value of the effect of the TR variable on SCPB is 5,390 or greater than the T-table value (1.98). That is, the latent variable TR significantly affects the latent variable PI. Accordingly, H4 is accepted.

Fifthly, based on the results of hypothesis testing, the estimated value of the trust variable (TR) is 0.209 which means that the direction of the variable relationship is positive. The T-statistic value of the effect of the TR variable on SCPB is 2,119 or greater than the T-table value (1.98). That is, the TR latent variable has a significant effect on the SCPB latent variable. Accordingly, H5 was accepted.

Lastly, the results showed that the estimated value of the purchase intention variable (PI) is 0.325 which means that the direction of the variable relationship is positive. The T-statistic value of the effect of the PI variable on SCPB is 3,684 or greater than the T-table value (1.98). That is, the PI latent variable significantly influences the SCPB latent variable. Therefore, H6 was accepted.

Social interaction and trust

The results showed that direct social interaction has a positive and significant influence on consumer trust. The better social interaction tends to strengthen consumer confidence in s-commerce and this reinforced the previous research (Lal, 2017; Nadeem, et al., 2020; Ng, 2013). Trust arises when social interaction makes them feel close and close on social media. These feelings are considered by respondents to play an important role in fostering trust among social media users. This finding is confirmed by the results of the respondents' descriptive answers where they always use Instagram social media as alternative communication media on the internet. The results of items that contain proximity indicators have the highest average compared to familiarity.

This finding is relevant to the explanation of (Ng, 2013) in a study which states that the formation of trust is more because respondents consider interacting with social media friends as important needs. Affective feelings like this can grow strong in a country that is thick with social culture like Indonesia. The relationship that is built between social media users is also not obtained in an instant, but requires patience and consistency in the process.. Of course, this behavior can be used as a foundation by s-commerce businesses in creating strategies that provide space for consumers to communicate and share through their online stores.

Social interaction and purchase intention

The results showed that direct social interaction had a positive and significant influence on consumer purchase intentions. This means that the higher the trust caused by the better social interaction tends to strengthen the purchase intention of s-commerce consumers. This finding is consistent with (Chen & Shen, 2015; Kim & Park, 2013; Molinillo et al., 2020) study which states that social interaction influences consumer purchase intentions. Purchase intention is a tendency to make purchases, and such behavior can arise directly because of the characteristics of respondents who are very happy to communicate and share information on Instagram. Not infrequently the communication often leads to the exchange of information about a product or service via Instagram. For example, when an Instagram user shares a photo of the clothes he just bought at a certain online store, several other users will respond to that information with different questions or statements. Often, other users ask the account owner about where the clothes were purchased, how much they are, how good the quality is, and so on. This activity creates a conversation between users of social media that makes them familiar with each other (at a certain level). This communication leads to business transactions if the interactions are positive, and creates word-of-mouth chain effects on social media platform.

Social interaction and s-commerce purchasing behavior

The results showed that social interaction directly had a positive but not significant effect on s-commerce buying behavior through Instagram. This finding is contradicted to previous studies which stated that social interaction influences consumer s-commerce purchasing decisions. One possible reason that can be justified is the high risk felt by Instagram users when making direct transactions with sellers. It should be noted that the s-commerce shopping environment is far more complex compared to other e-commerce platforms because of user interaction and information exchange. This also sometimes makes respondents delay or even cancel purchases on the s-commerce platform. In this case, respondents may feel that communication has not been built intimately, and is still limited to normative conversation so they feel that this has not been sufficiently used as a basis for making purchases. For instance, considering if a user is unfamiliar to certain e-commerce website, they would feel worried, and they might cancel buying products in a conventional e-commerce scenario. However, it is different if the user has been involved into a forum or community that has almost the same preferences, then creating trust, or interaction between users will be more intense and intimate. Directly or indirectly, it can weaken his suspicion about the negative effect of buying, and ultimately resulting in s-commerce transactions. Trust in site members increases purchase intentions, and that trust also minimize perceived trading risks.

Trust and purchase intentions

The results indicated that trust directly has a positive and significant influence on consumer purchase intentions for s-commerce consumers in Indonesia. The higher the trust of s-commerce consumers tends to strengthen the purchase intention of s-commerce consumers. These results support the prior studies (Hajli, 2015; Kim & Park, 2013; Nadeem et al., 2017; Nadeem et al., 2020) who explained that trust between consumers can lead to intention to make purchases through social media.

This finding also enlightened that when someone trusts friends on social media (Instagram), then that feeling will encourage them to accept the assessment and product review given. Trust also makes testimonials given help consumers choose products or services when they want to buy through social media. Thus, trust becomes one of the important factors in arousing consumer purchase intentions so that the s-commerce business actor must create and maintain the customer's trust.

Trust and s-commerce purchasing behavior

The results showed that trust directly has a positive and significant influence on s-commerce purchasing behavior and relevant to the previous studies (Kim & Park, 2013; Yahia et al., 2018). This means that the higher the trust, the consumer tends to increase s-commerce purchasing decisions. Trust is an important concept for online purchases because it can help alleviate consumer uncertainty and reduce the risk associated with purchasing from social media-based vendors. Building trust-related behaviors is the first step for s-commerce vendors and users to knit mutual symbiotic relationships. Previous studies have shown that when users develop their trust, they are more willing to share information, make purchases, and interact with others. To maintain this, e-commerce companies is enforced to develop new capabilities such as listening, engaging and building dialogue with buyers on social media.

Purchase intention and s-commerce purchasing behavior

The results explained that if the purchase intention increases, the s-commerce purchase decision will also increase in the future. S-commerce purchase decisions arise because of external stimulation such as recommendations, beliefs, and intentions.

Therefore, the quality of information obtained from others will affect the existence of customer purchase intentions. The results explain that someone who has the intention to buy is more likely to buy a product or service

through social media. Companies must analyze what factors are most important to attract consumers to buy which will lead to their purchases because of the uncertainty of online transactions.

Conclusion

The research findings have explained that the influence between exogenous and endogenous variables is different, where there are five path analysis that output significant influence and one pathway opposite. Judging from the coefficient value of each relationship, the influence of the trust variable on purchase intention has the highest estimate or dominant influence. This indicates that the level of respondents' trust in transactions through Instagram is the main determining factor in forming purchase intentions and s-commerce behavior.

Social interaction construct plays an important role in increasing the trust, purchase intentions and purchasing behavior of s-commerce consumers in Indonesia. In practical way, instagram sellers should create and develop their own online community and encourage them to rate, evaluate, and recommend their product and services to other community members. Customers enter online SNSs to obtain information, exchange ideas and interactions with peers that can create trust and promote s-commerce behavior. According to the research findings, if this kind of social interaction occurs in s-commerce platform, it has a predictive power to consumer behavior.

Furthermore, Instagram sellers must allow participants to provide informational and emotional support to one another in their account. S-commerce sellers in Instagram need to provide an excellent support in the form of motivation or attention when consumers express problems they are experiencing on social media. This will increase consumer confidence when they want to make purchases through Instagram social networks.

This study has several limitations, such as the variables explored are not enough to be used as a basis that consumers will make transactions through social media. To overcome this, future research can add new variables and/ or indicators to enrich the s-commerce research model, such as site quality aspects (Zhang & Benyoucef, 2016), social media features (Yin et al., 2019), reputation or size of the s-commerce company (Kim & Park, 2013). Subsequently, the object of research only employed one social media, namely Instagram. For this reason, future research needs to add other social media so that the scope of generalization can be used to describe the actual condition of social media users in Indonesia. To provide novelty, further research can also apply the multi-group analysis (MGA) method in order to obtain more specific results between groups of respondents (Hair et al., 2017).

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