A COMPARATIVE STUDY OF SOCIAL COMMERCE AND E-COMMERCE TOWARDS FACTORS OF PURCHASE INTENTION MODERATED BY AGE AND GENDER

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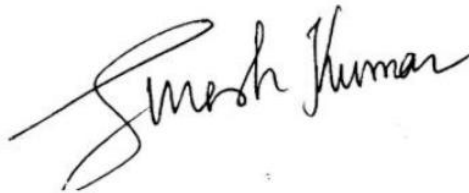
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Denpasar, Indonesia, 10 September 2021

Researcher,

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ABSTRACT

Purpose – This research aims to know the differences between social commerce and e-commerce platform towards purchase intention factors with the moderation of age and gender.

Design/methodology/approach – This research is quantitative research with 200 valid respondents who are users of social commerce or e-commerce that fall between the generation range (generation z and millennials). This study using SPSS as the analysis technique.

Findings – There are no significant difference between social commerce and e-commerce platform with gender as moderating variable. In the other hand, generation play a significant role towards purchasing intention factors. Generation millennial shows higher result towards consumer trust and security in both e-commerce and social commerce. While perceived ease of use has the highest positive affect towards generation z in both platform.

Originality/value – This study's value is on the comparison of purchase intention factors (consumer trust, security, and perceived ease of use) between social commerce and e-commerce.

Keywords Social Commerce, E-commerce, Purchase Intention, Consumer Trust, Security, Perceived Ease of Use, Millennial, Generation Z.

Paper type Research paper

CHAPTER I

INTRODUCTION

1.1. Background

The way and pattern of business activities have been influenced by communication, media, and information technology. The internet is one of the technological advances that is widely used by individuals, organizations, and businesses. According to data from the Indonesian Internet Service Providers Association (APJII), the penetration rate of Indonesian internet users is 73.7% in 2019-2020 period, increasing from 64.8% in 2018 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2019). If this figure is combined with population projections from the Central Statistics Agency (BPS), the estimated user Indonesia's internet as many as 196.7 million users (Kominfo, 2020). The latest report from Hootsuite revealed that more than half of Indonesia's population was already actively using social media in January 2021, with 170 million users and 274.9 million population in Indonesia (Riyanto, 2021). In addition, 88.1% of Indonesian internet users also use e-commerce services to buy certain products, which is also the highest percentage in the world in the results of the We Are Social survey (Lidwina, 2021). This phenomenon is, of course, a lucrative business opportunity for a variety of parties. Who then seizes the opportunity by offering or developing an online store as part of e-commerce.

Marketplace e-commerce is one type of e-commerce that is rapidly growing in Indonesia. In simple terms, a marketplace is a location where sellers can create accounts and sell various types of goods. Marketplace actors also provide services that facilitate online buying and selling. One of the benefits of selling on the marketplace is that the seller does not have to invest in a more expensive website or a personal online store (Alwafi & Magnadi, 2016).

Other than e-commerce, social media platform has also released a marketplace feature (Facebook Marketplace and Instagram Shopping) called social commerce. Facebook Marketplace now has 1 billion users, more than one million stores with more than 250 million users interacting with these stores every month (Josina, 2021). On the other hand, Instagram has 1 billion users, and 80% of them follow a business or brand. Based on the survey, 2 out of 3 people say that Instagram allows interaction between users and brands. 83% of users also discover new products or services through Instagram, and 81% research products or services on Instagram before making a purchase (Ipsos, 2018). Brands can use Instagram Shopping to add price tags and stickers to organic content, which can then be converted into sales.

With the rise of e-commerce in Indonesia, several problems arise, one of the problems in online sales in Indonesia is the difficulty of building buyer trust and for costumer to give positive attitude toward brand. According to Grabner-Krauter & Kaluscha (2003), shopping through the internet has its own uniqueness compared to traditional shopping, namely in terms of uncertainty, anonymity, lack

of control, and the potential for taking opportunities. This shows that it is necessary to build a trust between producers and consumers who make purchases online. According to Kim, Le, & Kim (2004), consumer trust has a positive, significant, and very strong effect on consumer buying interest.

To support this statement, the security factor is very important. E-commerce, as a relatively new transaction channel, carries more uncertainty and risk than traditional transactions. If the- security system for e-commerce infrastructure is still weak, the potential for crimes that commonly occur in online transactions, such as fraud, credit card hijacking, and illegal transfer of funds from certain accounts, is very high. Therefore, the security of e-commerce infrastructure is an important and serious study for computer and tech experts (Rofiq, 2007). Another factor that also influences online purchasing decisions is perceived ease of use. Kusuma & Susilowati (2007) reveal that the intensity of use and interaction between users and the system can also indicate ease of use. A system that is often used shows that the system is better known, easier to operate, and easier to use by its users.

Based on the importance of attitude toward brands, security and perceived ease of use to influence purchasing decisions, it is necessary to do research on these factors that lead to effective customer identification. There are few research discussed about the comparation between the two platform, therefore researchers are interested in examining the comparation of shopping platforms based on age and gender with the title "A Comparative Study of Social Commerce and E-

Commerce Towards Factors of Purchase Intention Moderated By Age and Gender".

1.2. Problem Statement

Based on the phenomenon, researcher plan to discuss the comparation of online shopping platform especially in social commerce and e-commerce. The lack of literature on comparation towards online shopping platform is a reasonable concern for researcher. Based on Mauludiyahwati (2017), trust, security, service quality, and risk perception give positive affect towards costumer purchasing intention in e-commerce. In addition, Simatupang, Efendi, & Putri (2021) find that Facebook Marketplace give positive influence towards costumer purchasing intention supporting previous research from Maharizka (2018) and Fahimah & Muyassaroh (2019). It acknowledge that trust plays huge roles in Tokopedia success, and Tokopedia strategy of Scalability and Security is proven with previous E-commerce research (Kowanda, Firdaus, Pasaribu, & Nawangsari, 2018). Based on result gathered by Alwafi & Magnadi (2016), security gave the biggest positive impact towards costumer purchasing intention followed with costumer trust and perceived ease of use.

Many of earlier study already discussed about the factor influencing costumer purchasing intention in e-commerce or marketplace, with brand attitude, security and perceived ease of use being the important factor. However, there are still uncertainty related to comparation towards costumer purchasing intention between the two online shopping platform.

1.3. Research Questions

Based on problem statement, this research was conducted by questioning factors influencing costumer purchasing intention, resulting to find the comparation of each online shopping platform.

1. Does E-commerce increases factors of purchasing intention in terms of (a) consumer trusts, (b) security and (c) perceived ease of use more than Social Commerce ?.

2. Does the effect of marketplace platform on purchasing intention which moderated by age, such that (a) consumer trusts have more impact in Social Commerce for millennials, while (b) security and (c) perceived ease of use have more impact in E-Commerce for generation z users ?.

3. Does the effect of marketplace platform on purchasing intention which moderated by gender, such that (a) consumer trusts, (b) security and (c) perceived ease of use have more impact in Social Commerce for female, and in E-Commerce for men users ?.

1.4 Research Objective

The study that has been conducted related to this topic is still limited. Many talked about the factor affecting purchasing intention in online shopping platform. According to Alwafi and Magnadi (2016), the factors that gives biggest impact towards costumer purchasing intention are security, perceived ease of use and

costumer trust. The main intention and goal of this study is to be able to use the knowledge gathered as a foundation for future research in order to help the development of online shopping platform. In practice, it is believed that this study will be able to compare between two online shopping platform (social commerce and e-commerce) based on three factors that affecting purchasing intention (costumer trust, security, and perceived ease of use) to get more insight towards which variable needs to be improved, so it can attract more customers.

1.5 Outline of the Research

The study's conclusions were as follows: The background, problem, research questions, and objectives are all discussed in Chapter 1. The literature review, relationship among variables, hypothesis development, theoretical framework, and research gap are all covered in Chapter 2. The research design, sampling plan, operational definitions, data collection design, and data analysis design are all detailed in Chapter 3. The methodology's analysis will be presented in Chapter 4. The research is concluded in Chapter 5, which includes implications for policy and practice, as well as recommendations.

CHAPTER II

LITERATURE REVIEW

This chapter will explain the theories related to several variables such as Marketplace Platforms (Social Commerce and E-Commerce), Age (Generation Z and Millennials), Gender (Male and Female), and Purchasing Intention. In addition, also explain empirical review from previous study.

2.1. Literature Review

2.1.1. Purchasing Intention Factors

Purchase intention indicates the likelihood that buyers will plan to acquire a specific good or service in the future (Martins et al , 2019 as cited in Maulana, 2021). Based on research from Alwafi (2016) specifically on the factors that influence customer buying interest on online marketplace, there are three main factors that influence, namely, trust, security and perceived ease of use. According to research conducted by Kim, J., Lee, H. C., & Kim, H. J. (2004), Ling (2010), and Mohmed, A. S., Azizan, N. B., & Jali, M. Z. (2013) on consumer buying interest based on factors that come from individuals, previous experience in online shopping has a positive and significant influence on consumer purchasing intention in online shopping. In addition of the factor influencing purchasing intention, there is consumer trust that many have opinions towards in previous studies. According to Kim (2004), consumer trust has a positive significant effect on consumer buying interest and has a very strong effect. Meanwhile, the trustworthiness, familiarity,

usefulness and enjoyment of the online store also contribute to purchase intentions, but their impact is relatively moderate (Verhagen & Dolen, 2007). This research will mention, three factors of purchasing intention as the main variable (consumer trust, security, and perceived ease of use).

1. Consumer Trust

The main thing that a buyer considers when shopping online is whether they trust the site that provides online shop service facilities and trust the online seller on the site. Trust is a psychological state that consists of the intention to accept vulnerability based on positive expectations of another's intentions or behavior. (Rousseau et al, 1998). According to McKnight et al. (2002), two important key to consumer trust respectively ; trusting beliefs and willingness to depend — have been shown to have a significant impact on purchasing intentions, sharing personal information, and following online seller advice.

Consumer trust in internet shopping is the willingness of consumers to expose themselves to possible losses experienced during online shopping transactions, based on the expectation that the transaction will satisfy the consumer and seller is able to deliver promised goods or services (Lim et al , 2001, as cited in Mauludiyahwati, 2017). Furthermore, consumer confidence in intermediaries and online vendors has been shown to be closely related to the dimension of trust in relation to online shops (Chen & Dhillion, 2003). Consumer trust can be defined as one party's willingness to accept risk from another party in the belief and hope that the other party would perform as expected, even if the two parties do not know

each other. As a result, only consumers who have trust are willing to transact online; without trust, e-commerce transactions are impossible (Rahmawati , 2013, as cited in Alwafi, 2016).

2. Security

The ability of online retailers to regulate and maintain security over data transactions is defined as security (Park and Kim, 2004 as cited in Alwafi and Magnadi, 2016). E-commerce, as a new marketing channel, has more risk and uncertainty than traditional purchases. This is due to the fact that the vendor and the buyer do not meet during the transaction. Security is the ability of online stores to control and maintain security over user transactions. Based on study that have been done on online consumer in Malaysia, security factor influences shopping decisions on social networking websites in a favorable and significant way (Raman & Annamalai, Web Services and e-Shopping Decisions: A Study on Malaysian e-Consumer, 2011). The service quality component is also highly significant in attracting prospective customers; poor service, such as extended payment confirmations, would make costumers feel worried (Mauludiyahwati, 2017).

3. Perceived Ease of Use

Perceived Ease-of-Use can be described as a user's assessment of whether completing a technical job would necessitate mental effort on his or her behalf. (Amin, Rezaei, & Abolghasemi, 2014). Furthermore, according to prior study, perceived ease of use is the degree to which a person feels that utilizing technology

is simple and does not need the user to exert effort. (Davis F. D., 1989). This concept encompasses the clarity of the technology's goal as well as the system's simplicity of use in accordance with the user's preferences. If the platform's use turns out to be more difficult than the benefits of purchasing online, potential customers will decide to purchase in person. Potential purchasers will utilize the platform to shop online if it is easy to use and delivers benefits. The amount of time it takes to launch an online buying and selling platform, bad platform design, and disorganized content placement are all issues that might cause customers to lose attention when purchasing (Ramayah & Ignatius, 2010). In e-commerce, perceived ease of use has a major impact on purchase intention (Yulianita, 2018). A similar result was also found by several prior research projects, such as Renny et al (2013). The impact of perceived ease of use on purchase intention might be explained by the fact that no one enjoys exerting extra effort to do something as simple as making a purchase. When an e-commerce platform is difficult to use, potential customers will become discouraged before making a buy decision. On the other hand, if customers consider an e-commerce platform to be simple to use, they will be more inclined to learn how to use it, amplifying the impact of perceived ease of use on purchase intention.

2.1.2. Influence of Marketplace Platforms

1. E-commerce

E-commerce is the use of electronic communications and digital information processing technologies in commercial transactions to establish, alter, and redefine

connections for the purpose of generating value between or among businesses, as well as between organizations and individuals (Gupta, 2014). Furthermore, e-commerce is carried out not just on websites, but also on other online platforms. The business models of e-commerce are as diverse as the platforms they employ. Because information is at the heart of all economic operations, e-commerce helps to carry out conventional trade through new means of sharing and processing information (Bajaj, Kamlesh, & Nag, 2000). There is a disadvantage to the new business model: visits to e-commerce platforms who do not make any purchases result in a poor conversion rate, a situation that occurs not just in a few countries but also globally. For instance, Moe & Fader (2000) observed that Over 70% of online shops in the United States have a purchase conversion rate of less than 2%. E-commerce websites have a conversion rate of 2–4% on average (Sohrabi et al., 2012 as cited in Fatta et al., 2018). Based on Monetate, the typical eCommerce conversion rate is between 1% and 4%, with global numbers of 2.58 percent across all devices (as of Q2, 2019) (Khandelwal, 2021).

2. Social Commerce

Social commerce is viewed as next-generation e-commerce as a result of the previous rapid expansion of social networking (Kim & Park, 2013 and Leitner & Grechenig, 2008). Social commerce is described as e-commerce activities and transactions that are supplied through a social environment and are primarily based on social networks that have been created through social media platforms (Liang & Turban, 2011). It blends economic and social activities based on social

interaction and social influence, allowing vendors to connect with customers via online social networks (Stephen & Toubia, 2009). Moreover, a high-quality product and full social media platform support would boost the desire to engage in and utilize social commerce on a regular basis. (Liang & Turban, 2011).

In contrast to traditional e-commerce, social commerce has created a new business and sales model. Traditional e-commerce operations include displaying product information in online storefronts and attracting customers through advertisements and keyword rankings. Because the process of such commerce lacks social contact and customer involvement, conventional retail and online companies are looking for new methods to connect consumers and drive consumer participation (Huang & Beyouncef, 2013). Social commerce is a potential and suitable option that encourages social engagement through social media networks and allows users to contribute to online transactions (Zhou, Zhang, & Zimmermann, 2013).

2.1.3. Moderating Effect of Age

1. Millennials

Millennials today make up a significant portion of the population, and their spending power makes them a desirable target for numerous consumer sectors. As a result, millennials have emerged as an intriguing population to research since their habits differ from those of previous generations; hence, researching them has gained interest and relevance (Smith, 2011). They are generation that born from 1980 until 1994 based on McKinsey & Company (Francis & Hoefel, 2018). These

people are shifting their attention away from traditional media and toward newer, more interactive media, which they see as having an useful and pleasurable value (Rahman, 2015). Millennials are a vital part in the growth of e-commerce. Because they grew up networking and buying online, this generation's e-commerce usage will continue to rise in line with their spending power (Smith, 2011). Millennials spend more money, but they are less loyal to brands than previous generations; this low loyalty may be due to more exposure to price discounts. They utilize brands to build pictures, express their beliefs, and represent their personalities (Altinbasak-Farina et al., 2014). It's important to remember that when approaching these customers, sellers need to have clear messages, efficient technology, and be able to meet their needs, because a lack of understanding of digital media and the misuse of digital and delivery mechanisms can make it difficult for customers to distinguish the value they seek online (Moreno et al., 2017).

2. Gen-Z

Gen Z is a post-millennial (Gen Y) generation that began in 1995 and ended in 2010 (Francis & Hoefel, 2018). The optimism of Millennials is being replaced by a contemporary version of Gen X-style pragmatism as Gen Z grows up in a period of economic hardship and global strife. In reality, Gen Z kids are similar to adult students when it comes to learning. They are likely to be career-focused, fiscally cautious, have conflicting demands on their time and attention, and want their education to connect to professional skills (Larkin, 2017). Although Gen Zers are big on social media, their favored platforms aren't the same as prior generations'.

They, like Millennials, use Instagram and Snapchat, and they still use Facebook to communicate with coaches, professors, and family. New platforms will develop to compete with existing ones for the attention of Generation Z. (Rue, 2018). Before making a purchase, this more pragmatic and realistic generation of customers expected to have access to and analyze a wide range of information. Gen Zers scrutinize not only what they buy, but also how they consume. Consumption has taken on a new connotation as well. Consumption is having access to things or services, not necessarily owning them, for Gen Z and, increasingly, older generations. Unlimited access to products and services (such as car-sharing services, video streaming, and subscriptions) produces value as access becomes the new form of consumption. Products evolve into services, and services bring people together (Francis & Hoefel, 2018).

2.1.4 Moderating Effect of Gender

Gender refers to the male and female roles and duties that are established in our families, society, and cultures. Gender also refers to the assumptions that people have about women's and men's features, abilities, and likely behaviors (UNESCO, 2003).When comparing male and female purchasing decisions in four nations (Thailand, Singapore, Australia, and the United States), it was discovered that males make purchase decisions faster and more efficiently than females. As a result, males play a greater leadership role than females and have distinct characteristics when compared to females. Females' preference for intellectual negotiation and compromise causes them to make decisions more slowly than men.

(Dr.Krithika, 2005 as cited in Plabdeang, 2010). Women are more emotionally involved in buying and get extensive information about items and services, and their satisfaction levels differ from males. They are also more loyal than men (Ndubisi, 2006).

Females evaluate both subjective and objective product qualities and respond to subtle cues, whereas males usually rely on assumptions and are prone to overlooking minor indications (Khan & Rahman, 2016). Due to the differing socialization processes of males and females, gender differences will have an influence on people's social interactions and conduct (Wanninayake & Chovancova, 2012 as cited in Gunawardane, 2020). In addition, gender differences in attitudes toward online shopping (Hasan, 2010), satisfaction with online shopping (Rodgers & Harris, 2003), and purchase intention (Davis et al., 2013) have been discovered based on gender-based research. Furthermore, in the realm of marketing, gender is regarded as an important segmentation variable (Darley & Smith, 1995). Davis et al. (2013) found that male customers have a higher online purchasing intention than female shoppers in their study of gender-related buying intents. Women and men have varied preferences for web site design characteristics such as shapes, colors, and images, which is interesting (Mahzari & Ahmadzadeh, 2013 as cited in Shaouf et al., 2016). These gender differences may help to attenuate the links between site stimuli and purchasing outcomes like online purchase intentions.

2.2. Relationship Among Variables

The focus of the study is to compare social commerce and e-commerce platform by age and gender towards factors that affecting costumer purchasing intention. One form of e-commerce that is quickly expanding in Indonesia is marketplace e-commerce (Alwafi & Magnadi, 2016). According to Monetate, the average eCommerce conversion rate is between 1% and 4%, with a global average of 2.58 percent across all devices (Khandelwal, 2021). Social commerce, on the other hand, provides greater social interaction and customer involvement as new ways for traditional retailers and businesses to connect with customers and encourage them to participate (Huang & Beyouncef, 2013). Social commerce is a viable and appropriate alternative that promotes social interaction through social media networks and allows users to participate in online transactions (Zhou, Zhang, & Zimmermann, 2013). According to Wang & Chang (2013), the strength of social relationships has a positive influence on purchase intention, whereas product-related risk has a modest effect.

Furthermore, Alwafi (2016) claims that three major aspects influence online purchase intention: customer trust, security, and perceived ease of use. Consumer confidence in intermediaries and online sellers has been found to be closely connected to the dimension of trust in regard to online stores, according to previous study by Chen & Dillion (2003). According to a research conducted on online Malaysian consumers, security impacts buying decisions on social networking websites in a positive and substantial way (Raman & Annamalai, Web Services

and e-Shopping Decisions: A Study on Malaysian e-Consumer, 2011). The perceived simplicity of use has a significant influence on purchase intention in e-commerce (Yulianita, 2018). Several previous study studies, such as Renny et al. (2013) reported a similar conclusion. The influence of perceived ease of use on purchase intention might be explained by the fact that no one loves going out of their way to accomplish something as easy as shopping.

Aside from that, age and gender play an important role in this study. Millennials spend more money than previous generations, yet they are less loyal to companies; this low loyalty may be attributed to increased exposure to price cuts. They use brands to create images, communicate their views, and represent themselves (Altinbasak-Farina et al., 2014). Meanwhile, for Gen Z consumption is having access to products or services rather than owning them. As access becomes the new form of consumption, unlimited access to products and services creates value (Francis & Hoefel, 2018). Women are more emotionally involved in purchasing and obtain comprehensive information about products and services than men, and their satisfaction levels differ. They also have a higher level of loyalty than males (Ndubisi, 2006).

2.3. Hypothesis Development

H1a   : Consumer trust in social commerce has more impact on

                          female more than male.

H1b   : Consumer trust in social commerce has more impact on

                          generation millennial more than generation z.

H2a   : Consumer trust in e-commerce has more impact on male

more than female.

H2b   : Consumer trust in e-commerce has more impact on

generation millennial more than generation z.

H3a   : Security in social commerce has more impact on female more

than male.

H3b   : Security in social commerce has more impact on generation

millennial more than generation z.

H4a   : Security in e-commerce has more impact on male more than

female.

H4b   : Security in e-commerce has more impact on generation

millennial more than generation z.

H5a   : Perceived ease of use in social commerce has more impact on

female more than male.

H5b   : Perceived ease of use in social commerce has more impact on

generation z more than generation millennial.

H6a   : Perceived ease of use in e-commerce has more impact on

male more than female.

H6b   : Perceived ease of use in e-commerce has more impact

generation z more than generation millennial.

Post hoc a   : Consumer trust in social commerce and e-commerce

simultaneously affected by age and gender

Post hoc b   : Security in social commerce and e-commerce simultaneously

affected by age and gender

Post hoc c   : Perceived ease of use in social commerce and e-commerce

simultaneously affected by age and gender

2.4. Theoretical Framework

This research aims to compare social commerce and e-commerce platform based on factors that affecting purchasing intention (attitude toward brands, security, and perceived usefulness), which is moderated by age (generation z and millennials) and gender (male and female). The factor affecting purchase intention are dependent variables, and an independent variable is online marketplace platform (social commerce and e-commerce). There is two moderating variable, which is age and gender. The specifics of the framework are shown.

Figure 2.1 Theoretical framework

2.5. Research Gap

This study was established to fill a gap with the aim of understanding and comparing online shopping platform (social commerce and e-commerce) towards consumer purchasing intention. Furthermore, many the studies were mostly explained about the factors influenced purchasing intention in online shopping

platform, while this study mention mainly on purchasing intention and the comparison of each platform moderated by age and gender.

Alwafi and Magnadi (2016) performed research on the impact of security, ease of use, and consumer trust on online purchase intent. Maulidiyahwati (2017) conducted a similar investigation into trust, service quality, and risk perception. This study adds to the body of work that has already been done. In terms of gender, previous study has focused on gender buying behavior and attitudes. Hassan research was titled "Exploring Gender Differences in Online Shopping Attitude". The cognitive attitude was shown to be the most significant gender difference in this study, showing that females value the utility of online shopping less than their male counterparts (Hasan, 2010). Meanwhile, Shaouf et al presented the influence of web visual design towards purchase intention. Further findings on the moderating role of gender show that visual signals in online advertising have a direct impact on consumers' purchase intentions for male groups but not for female groups (Shaouf, Lu, & Li, 2016). Altinbasak-Farina et al performed study on millennials and discovered that interpersonal connections and trust are highly significant topics for Millennials (Altinbasak et al., 2014). Francis & Hoefel in their research on Generation Z and its significance for businesses found that Gen Z, expects to be able to access and assess a wide variety of information before making a purchase; they analyze not just what they buy but also the process of consuming (Francis & Hoefel, 2018).

CHAPTER III

METHODS

The methodology for conducting this research will be presented in this chapter. Explaining the theoretical framework and evidence, theory, functional explanation of variables, instrument, sampling, and data analysis are all part of the process. This chapter will determine the inferential, validity, reliability, and manipulation checks.

3.1 Research Design

A questionnaire or a quantitative method is used by the researcher. Quantitative research emphasizes impartiality and is especially useful when population samples may yield quantifiable variables and inferences. According to (Aliaga & Gunderson, 2002) quantitative research methods entail obtaining numerical data and evaluating it using mathematical tools, particularly statistics, to understand a problem or phenomena. In addition, (Williams, 2011) stated that quantitative research begins with the formulation of a problem, the formulation of a hypothesis or research question, the study of relevant literature, and the quantitative analysis of data.

3.2 Sampling Plan

1. Population

The researcher aimed two distinct generations – generation z (11 – 26 years old) and millennials (27 – 41 years old) – living in Indonesia as the target sample

population because they were active users of the internet and marketplace platforms, both social commerce and e-commerce. Furthermore, most of them are categorized as a young adult that is a potential consumer segment today due to their population size, level of spending, and potential to increase purchase parity in the future (Nugraha et al, 2018). The population for this research was male and female as the user of social commerce and e-commerce from generation z and millennials.

2. Sample Size

The sample is a subset of a population that includes some of the people who were chosen as representatives. The sampling method used in this study is snowball sampling. This is a sampling technique is a non-probability sampling, in which existing respondents spread questionnaire to enrich the result of this study. Sample size of 100 to 200 samples are suggested, with 5 to 20 times the number of indicators estimated. There are 17 question items in this study, thus to meet the guidelines from the theory above, the suggested number of samples is 10 times the number of questions, or 170 respondents (Hair et al. , 2010 as cited in Mauludiyahwati, 2017). In this research, total of 200 valid respondent are gathered for e-commerce and social commerce.

3. Sampling Technique

   A questionnaire was used to collect the information. Based on those who have been used marketplace platform, the questionnaire is a set of written questions that designated respondents will answer. Then, to collect samples, the researchers

utilized snowball sampling. I shared the link to the questionnaire on social media, and other people did the same to spread the questionnaire.

3.3. Instrument/Operational Definitions

The questionnaire was distributed via social media sites such as Instagram, Facebook, Whatsapp, and Line, and the data was gathered using Google Forms. This research separates it into different groups using manipulation questions to avoid picking the incorrect responder. Several replies in this study must be re-processed in the following way :

a. Screening Questions

1. Gender ?

2. Generation, Age ?

b. Respondent Profile

1. Occupation ?

2. Last Education ?

3. Monthly Income ?

4. How many times shop through the platform ?

After passing the seven questions above, the individual has met the qualifications of the intended responder as determined by this study. The review will be based on their response.

Table 3.1 Construct Measurement

3.4. Data Collection Design

This kind of research employs a quantitative approach, with data collected directly from the desired population utilizing Google form. Access to persons in remote areas, the capacity to reach difficult-to-contact participants, and the ease of automated data collection, which saves researchers time and effort, are all advantages of employing an online questionnaire (Wright, 2005). This study used six Likert scales, with one indicating "strongly disagree" and six indicating "strongly agree,".

3.5. Data Analysis Design

The approach for answering the research question after data has been gathered is known as data analysis design (Sekaran & Bougie, 2016). Respondent profiling, descriptive analysis, and inferential analysis are all part of the design.

3.5.1 Respondent's Profile

This section asks the participant to provide personal information such as gender, generation (age), education level, employment, and monthly income. Gender is classified as either male or female. Generation is separated into two choices, which are as follows: Generation Z (ages 11 to 26) and Generation Millennial (27-41). Occupation is split into four categories: student, employee, entrepreneur, and freelancer. There are four levels of education available: Diploma, senior high school, bachelor's degree, master's degree, and doctorate. Last for the

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monthly income divided into six options, which are: $\leq$ Rp 1.000.000; Rp 1.000.001 - Rp 3.000.000; Rp 3.000.001 - Rp 5.000.000; Rp 5.000.001 - Rp 7.000.000; Rp 7.000.001 - Rp 9.000.000; > Rp. 9.000.001.

3.5.2 Descriptive Analysis

Descriptive analysis creates data patterns to answer questions such as who, what, where, why, and to what extent to characterize a context or phenomenon. Descriptive analysis simplifies data. To improve measurement precision, this study used six points on the Likert scale. 1) "Strongly disagree," (2) "Disagree," (3) "Slightly disagree," (4) "Slightly agree," (5) "Agree," (6) "Strongly agree," (Berglar & Nemoto, 2014).

3.5.3 Inferential analysis

Inferential analysis is a measurement used to make inferences about a population-representative sample (Sekaran & Bougie, 2016). It is made up of three parts: validity, reliability, and hypothesis testing.

3.5.3.1. Validity and Reliability Test

Validation tests are carried by using the SPSS 25 software. To imply that the findings were genuine, a few aspects should be mentioned in the component analysis: The Group significance of each sample factor must be more than 0.4, the total variance must be greater than (60. percent), and the rotating-component-matrix must be presented with converging and unequal data computed, according to the KM.O-MSA. & Bartlett check (0.5). At the end of the validation procedure, the valid data will

be verified for reliability. Cronbach's Alpha was used to do reliability testing. When the required value of 0.6 is met or equaled, accurate data will be shown.

To prevent selecting the wrong responder, this study utilized the framing and manipulation approach. This study will use two distinct questionnaires: one to assess social commerce platforms in terms of purchasing intention variables, and another to assess e-commerce platforms in terms of purchasing intention aspects. Every questionnaire includes one picture scenario and manipulation question to ensure that the responder meets the study's requirements. The inferential statistics in this study were created using Variance of Analysis (ANOVA).

3.5.3.2. R^2

R^2 represents the amount of variation explained by the framework's dependent variables (Hair et al., 2017). R^2 has a value between 0 and 1. The greater the R^2, the better a framework's explanatory ability. R^2's value is classified into three groups, as shown below.

1. R2 > 0.67 = Practical value

2. 0.66 ≥ R2 ≥ 0.33 = Moderate explanatory power

3. 0.32 ≥ R2 ≥ 0.19 = Weak explanatory power

(Chin et al., 2003; Huang et al., 2013).

3.5.3.3. Hypothesis Testing

ANOVA (Analysis of Variance) is the most often used statistical approach for hypothesis testing nowadays. It covers a wide range of topics and can accommodate a higher number of experimental designs $(1 - 3)$ (Stahle & Wold, 1989).

CHAPTER IV

RESULT AND DISCUSION

This chapter describes the validity and reliability test findings obtained using the KMO (Kaiser-Meyer-Olkin), Bartlett's Test, Communality, Total Variant, and Rotated Part Matrix (Rotation Metric Component). Explain the questionnaire responder profile next. This chapter interprets statistical data using statistical jargon, using the Social Science Statistical Package (SPSS). Finally, evaluate the outcome and compare it to the prior outcome.

4.1 Respondent's Profiles

For respondent profiles, this study gathers 240 participants, but only 200 participants valid for the questionnaire.

4.1.1 Gender

The gender result shows 100 male respondents (50%) and 100 female respondents (50%). The total number of respondents who entered this study that was valid for questionnaire is 200 participants.

Table 4.1 Respondent Gender

4.1.2 Age

For the age segment, this study was categorized into 2 segments, which are: generation z (11 – 26 years old) and generation millennial (27 – 41 years old). The result show 100 respondent (50%) from generation z and other 100 respondent (50%) from generation millennial. A total of 200 participants entered this study.

4.1.3 Last Education

This study categorized education into 5 levels: Senior high school, Undergraduate, Postgraduate, Diploma, and another education level. In social commerce, senior high school have 42 (42%), undergraduate 40 (40%), post graduate 8 (8%), diploma 8 (8%) and doctoral 2 (2%). In e-commerce questionnaire, senior high school have 42 (42%), undergraduate 46 (46%), postgraduate 10 (10%), and diploma 2 (2%).

Table 4.3 Respondent Last Education

4.1.4 Occupation

For the occupation segment, this study was categorized into 4 segments: student, employee, entrepreneur, and freelancer. In social commerce, the result show 50 (50%) from student, 17 (17%) entrepreneur, 22 (22%) employee and 11 (11%) freelancer. Then from e-commerce segment, employee have 33 (33%), student 50 (50%), freelancer 9 (9%), and entrepreneur 8 (8%).

Table 4.4 Respondent Occupation

4.1.5 Monthly Income

Monthly income divided into six options, which are: $\leq$ Rp 1.000.000; Rp 1.000.001 - Rp 3.000.000; Rp 3.000.001 - Rp 5.000.000; Rp 5.000.001 - Rp 7.000.000; Rp 7.000.001 - Rp 9.000.000; > Rp. 9.000.001. From social commerce the result shows $\leq$ Rp 1.000.000 with 47 respondents (47%), Rp 1.000.001 - Rp

3.000.000 with 14 (14%), Rp 3.000.001 - Rp 5.000.000 with 17 (17%), ; Rp

5.000.001 - Rp 7.000.000 with 13 (13%), Rp 7.000.001 - Rp 9.000.000 with 3 (3%),

and > Rp. 9.000.001 with 6 (6%). In e-commerce result, the percentage of monthly

income : ≤ Rp 1.000.000 with 30 respondents (30%), Rp 1.000.001 - Rp 3.000.000

with 24 (24%), Rp 3.000.001 - Rp 5.000.000 with 27 (27%), ; Rp 5.000.001 - Rp

7.000.000 with 6 (6%), Rp 7.000.001 - Rp 9.000.000 with 4 (4%), and > Rp.

9.000.001 with 9 (9%).

Table 4.5 Respondent Monthly Income

4.1.6 Frequency of use

Frequency of use divided into three options, which are : >7 times, 4-6 times,

and 1-3 times. From social commerce the result shows 1-3 times with 50 respondents

(50%), 4-6 times with 17 (17%), and >7 times with 33 (33%). In e-commerce, the

percentage of usage frequency : 1-3 times with 26 respondents (26%), 4-6 times with

16 (16%), and >7 times with 58 (58%).

Table 4.6 Respondent Frequency of Use

4.2 Descriptive analysis

4.2.1 Consumer trust

Consumer trust variable has three questions. In social commerce, CT1 has

(M=4.95, SD=1.10), CT2 has (M=4.80, SD=1.02), and CT3 has (M=4.37,

SD=1.04). In e-commerce, CT1 (This platform has a great reputation) has

(M=5.23, SD=0.81), CT2 (Seller is responsive in buying process), has (M=4.72,

SD=0.82), and CT3 (Product always meet buyer's expectation) has (M=4.52, SD=1.04).

4.2.2 Security

On variable security there are four questions, in social commerce, S1 has (M=4.58, SD=1.13), S2 has (M=4.50, SD=1.09), S3 has (M=4.59, SD=1.28), and S4 has (M=4.56, SD=1.38).

For e-commerce, S1 (Seller and buyer in this platform can be trusted) has (M=4.73, SD=0.90), S2 (The products that are listed on social commerce platform has a good quality) has (M=4.49, SD=0.94), S3 (This platform provide system to decrease the chance of fraud) has (M=4.96, SD=0.90), and S4 (Security in transactions is guaranteed on this platform) has (M=5.14, SD=0.75).

4.2.3 Perceived Ease of Use

On variable security there are four questions, in social commerce, PEU1 has (M=5.04, SD=1.24), PEU2 has (M=5.03, SD=1.07), and PEU3 has (M=5.13, SD=0.99), and PEU4 has (M=4.69, SD=1.19). For e-commerce, PEU1 (This platform is easy to access) has (M=5.38, SD=0.73), PEU2 (It's easy to use social commerce platform for selling and buying) has (M=5.26, SD=0.74), PEU3 (Wide variety of product are listed in this platform) has (M=5.30, SD=0.87), and PEU4 (I always found what I needed in this platform) has (M=4.88, SD=0.93).

Table 4.7 Descriptive analysis

4.3 Inferential Analysis

4.3.1 Validity and Reliability Test

The result from the framing and manipulation method shows from 240 collected data, only 200 valid data. All the valid data are the respondent who was passing framing and manipulation questions. From 2 questionnaires with each 4 different segmentations, social commerce : male millennial, female millennial, male generation z, female generation z ; e-commerce : male millennial, female millennial, male generation z, female generation z. All gets 25 valid data.

For validity test, this research was carried out by KMO (Kaiser-Meyer-Olkin), with Bartlett. The result for all data tested, consumer trust variable show 0.534 as a result, security variable get 0.540, and perceived ease of use get 0.521. All of the retrieved average variance (AVE) values were larger than 0.5 (Fornell & Larcker, 1981).

For reliability test, consumer trust, security, and perceived ease of use variable all respectively shows result of : 0.774, 0.823, and 0.812. As a result, the Cronbach alpha value is greater than 0.90. Cronbach's a and the composite reliability indicator were used to measure construct reliability, and the values for each variable were greater than the suggested 0.65 level (Steenkamp & Geyskens, 2006).

Table 4.8 Validity and Reliability Test

4.3.2 Consumer Trust

On the test of between-subject effects, the first hypothesis connected to social commerce had a p-value of 0.759> 0.1. As a result, hypothesis 1a, "There are gender gaps in consumer trust," is rejected. The difference in consumer trust by generation (H1b) can thus be accepted, with a p-value of 0.058 <0.1.

The results for e-commerce platforms are similar to those for social commerce above; however, H2a is rejected since gender differences in consumer trust are not significant (p-value of 0.106>0.1). The result of the generation effect on customer trust is significant (p-value of 0.0130.1), indicating that H2b can be accepted. Post hoc a is excluded because the interaction of gender and generation on determining customer trust is not significant in social commerce (p-value of 0.592>0.1) and e-commerce (p-value of 0.219> 0.1).

According to the plots, in social commerce, both male and female members of the millennial generation have a slightly higher impact on consumer trust than members of generation z. In e-commerce, the results are similar, except male millennials have a stronger impact on consumer trust, while female millennials have a somewhat lower impact.

4.3.3 Security

The result obtained a p-value of 0.160>0.1 when testing the third hypothesis (H3a) related to social commerce.

As a result, differences in security variables based on gender are disproved. Next, there is a significant difference in security based on generation (p-value was 0.778 >0.1), which eliminates H3b.

Result from e-commerce platform get p-value of 0.351> 0.1 for H4a, so differences in security based on gender is rejected. On the contrary, H4b is accepted (p-value 0.024 <0.1), which states that "there is a difference in security based on generation". Lastly, post hoc b (p-value of 0.176> 0.1 for e-commerce) and (p-value of 0.700>0.1. for social commerce) is rejected. So, there is no significant interaction of gender with generation in determining security.

Based on the plots, security in social commerce have higher effect respectively on female millennial and generation z respectively, than male millennial and gen z. In the other hand, for e-commerce, security have greater effect towards male and female millennial, more than generation z.

4.3.4 Perceived Ease of Use

The fifth hypothesis (H5a) "there are differences in perceived ease of used based on gender" in social commerce platform is rejected (p-value of 0.241> 0.1). Next, H5b (p-value 0.010 <0.1) can be accepted. So, there is a significant difference in perceived ease of use based on generation in social commerce platform can be accepted.

The result obtained for e-commerce is similar with social commerce regarding variable perceived of use. There is no significant differences in perceived of use

based on gender (H6a) because the p-value of 0.800> 0.1. Next, H6b can be accepted with p-value of 0.037 <0.1. So, there is a significant difference in perceived ease of use based on generation. Lastly, post hoc c (p-value of 0.079< 0.1) in e-commerce is accepted, but (p-value of 0.626> 0.1) in social commerce is rejected. So, there is no significant interaction of gender with generation in determining perceived ease of use as a whole.

According to social commerce graphs, perceived ease of use has a greater impact on generation z males and females than it does on the millennial generation. In the same way that perceived ease of use in social commerce has a stronger impact on generation z, perceived ease of use in e-commerce has a somewhat lesser impact on generation z males.

Table 4.9 Test of Between-Subject Effects

Figure 4.1 Estimated Marginal Means

4.4 Discussion

Based on the current result of the research, it can conclude that gender as moderating variable shows no significant differences towards factors of purchasing intention ; consumer trust, security, and perceived ease of use (H1a, H2a, H3a, H4a, H5a & H6a), therefore the hypothesis is not relevant. Same with there are almost no significant interaction between gender and generation towards factors of purchasing intention (post hoc a, b & c), except in e-commerce perceived of use

(post hoc c). To support the statement, gender always become a part of debate whether or not give significant impact towards purchasing intention. (Gong et al. (2013) focused on customer and media characteristics among Chinese consumers in their study. Though the study anticipated that the male gender would have a stronger online purchasing intent than the female gender, it was discovered that gender had no influence on Chinese consumers' shopping intention. The results in different nations were quite disparate, indicating that the findings of the research could only be applied in the context of individual countries and that generalizations could not be drawn from them (Aineah, 2016). The gender issue was shown to have a major influence in India, with men having a higher propensity to purchase online than their female counterparts (Thamizhvanan & Xavier, 2013).

In the other hand generation as moderating variable give significant impact towards factors of purchasing intention. Consumer trust and security has more impact towards generation millennial than generation z, in both social commerce and e-commerce platform (H1b, H2b, H3b & H4b). On the contrary, perceived ease of use has the most impact towards generation z in both platform (H5b & H6b). Based on Rue (2018) many new platform will develop to compete with generation z. That is one of the reason perceived ease of use have high positive impact towards gen z, because they already more familiar towards the technology and hence when a marketplace platform relatively difficult, they still manage to use it. On the contrary, millennials consumers are more aware of their purchasing power and are likely to spend their money as fast as they earn it, they will be loyal to the brand if

they trust it (Ordun, 2015). In addition, one of the most important thing to increase purchase intention for Indonesian millennials is by providing guarantee and security (Salim et al., 2019). For the overall result, based on means, in consumer trust, the effect for generation, e-commerce most effective for both millennials and generation z users, except millennial female which most effective towards social commerce (M = 4.94). In security, e-commerce also is the most effective almost for both millennials and generation z users. In the perceived ease of use, e-commerce is the most effective for both millennials and generation z.

To enrich the result, based on frequency of use social commerce user opinion towards the platform gradually rising from 4.6 until 4.9 in means, which means that people need to be used to the platform, they need time to know the true potential behind the platform. All of the factors gradually increasing same with the number of frequency.

In the other hand, e-commerce has the highest number in the lowest frequency of user (1-3) with mean of 5.05, and continue to 4.7 (4-6), until 4.97 (>7) as the mean of most frequencies user. Meaning that the combination of consumer trust, security and perceived ease of use is the highest within the use of 1-3 (user still have a lot of optimism in the beginning and slowly losing their optimism).

CHAPTER V

CONCLUSION

5.1 Hypothesis answer

This research is comparing between social commerce and e-commerce platform towards factor of purchasing intention ; consumer trust, security and perceived ease of use. Age and gender as moderating variable used to support the comparation. The conclusions obtained from the results of the hypothesis, twelve hypotheses are rejected, and six hypotheses are accepted. The rejected variable are : first, gender as moderating variable shows significant differences towards factors of purchasing intention ; consumer trust, security, and perceived ease of use towards both e-commerce and social commerce platform (H1a, H2a, H3a, H4a, H5a & H6a). Second, there are significant interaction between gender and generation towards factors of purchasing intention in both platforms (post hoc a, b, & c). Third, there was no significant interaction between generation on security in social commerce (H3b).

Furthermore, the hypothesis is relevant to the study results. First, generation millennial shows higher result towards consumer trust, security, and perceived ease of use in both e-commerce and social commerce (H1b, H2b, H3b & H4b). Second, perceived ease of use has the most impact towards generation z in both platform (H5b & H6b).

5.2 Implication

5.2.1 Theoretical implication

This study aims to do a comparative study between social commerce and e-commerce platform. The analysis results show that there is no significant difference between social commerce and e-commerce platform with gender as moderating variable towards factors of purchasing intention ; consumer trust, security, and perceived ease of use. In the other hand, generation play a significant role towards purchasing intention factors. Generation millennial shows higher result towards consumer trust and security in both e-commerce and social commerce. While perceived ease of use has the highest positive affect towards generation z in both platform. According to this study, millennial consumers will be loyal to the brand if they trust it (Ordun, 2015), on the contrary, based don Rue (2018) generation Z has many of choice towards platform. Generation z will be more adaptive towards platform despite the difficulty.

5.2.2 Managerial implication

The findings of this study may be utilized to better understand how purchase intentions factors (customer trust, security, and perceived ease of use) impact social commerce and e-commerce platforms, with gender and generation acting as moderators. The goal of this study is to determine which platform is ideal for attracting customer purchase intention based on criteria such as consumer trust, security, and perceived simplicity of use.

According to the findings of this study, gender has no impact on customer trust, security, or perceived ease of use in both social commerce and e-commerce. However, generational differences in customer trust, security, and perceived ease of use are considerable. As a result, if companies want to enhance generation z and millennial customer purchase intent based on the criteria listed above, they must improve consumer trust, security, and perceived ease of use. When business professionals focus on purchasing intent, researchers recommend paying attention to the market based on their age (generation). It will boost customers' willingness to buy from a platform since the platform appeals to their generation.

On the other hand, the findings of this study show that purchase intention variables (customer trust, security, and perceived ease of use) have a major impact on both online shopping platforms, namely social commerce and e-commerce. As a result, the seller must choose the best platform for advertising and selling their product by considering the purchasing criteria and determining which of them are appropriate for their target customer (generation) so that the customers are more likely to buy the products.

5.2.3 Limitation and future recommendation

Recommendation from this study:

1. For those who possess or wish to establish an internet company. With the fast growth of online shopping platforms in Indonesia, choosing the correct platform has a significant influence on company. From this research we already compare

two different platform that have impact towards factor of purchasing intention. Furthermore, to get more detail view of the whole market, more platform can be included in the comparation.

2. Marketing and advertising agencies can devise a plan to enhance customer purchase intention, particularly in the areas of consumer trust, security, and perceived ease of use. Consumer segmentation based on generation should be taken into consideration. Providing relevant advertisements to customers, for example, may foster favorable attitudes toward consumer trust, security, and perceived ease of use, resulting in increased purchase intentions.

   This study also discovered a limitation: it is the first to evaluate online buying platforms, such as social commerce and e-commerce, in terms of characteristics influencing purchase intent (customer trust, security, and perceived ease of use). This study only considers efficacy depending on age (generation) and gender. The generational segmentation is still restricted, with just millennials and generation z included. Lastly, this study doesn't focus on geographical area, so the answer is all around Indonesia, while some of previous study towards gender show difference result based on the location. In advance, the research researcher advises be more specific towards the geographical area, therefore can provide a more clear result and insight towards the research.

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APPENDIX

A. Table and Figures

Table 3.1 Construct Measurement

No	Variable	Question	Code	Source
1	Consumer Trust	This platform has a great reputation (very low to very high).	CT1	Kim, J.-I., Le, H. C., & Kim, H. J. (2004). Factors Affecting Online Search Intention and Online Purchase Intention. *Seoul Journal of Business*, 27-48.
		Seller is responsive in buying process (very low to very high).	CT2	Sukma, A. A. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Melalui Social Networking Websites. *Jurnal Ekonomi Manajemen*, 1-11.
		Product always meet buyer's expectation (very low to very high).	CT3	Mcknight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial Trust Formation in New Organizational Relationship. *Academy of Management Review*, 473-490
				Dias, A. (2012). Analisis Kepercayaan Konsumen Terhadap Situs Jual Beli Tokobagus.com : Antecedents and Outcome. 5-118.

2	Security	Seller and buyer in this platform can be trusted (very low to very high).	S1	Maulina, H. (2021). Kepercayaan Pada Penjual dan Persepsi akan Risiko Pada Keputusan Pembelian Melalui Internet (Online).
		The products that are listed on social commerce platform has a good quality (very low to very high)	S2	
		This platform provide system to decrease the chance of fraud (very low to very high).	S3	Raman, A., & Viswanathan, A. (2011). Web Services and e-Shopping Decisions: A Study on Malaysian e-Consumer. *IJCA Special Issue on : Wireless Information Networks & Business Information System*, 54-60.
		Security in transactions is guaranteed on this platform (very low to very high).	S4	
3	Perceived Ease of Use	This platform is easy to access (very low to very high).	PEU1	Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 319-340.
		It's easy to use social commerce platform for selling and buying (very low to very high).	PEU2	
		Wide variety of product are listed in this platform (very low to very high).	PEU3	Alwadi, F., & Magnadi, R. H. (2016). Pengaruh Persepsi Keamanan, Kemudahan Bertransaksi, Kepercayaan Terhadap Toko dan Pengalaman Berbelanja Terhadap Minat Beli Secara Online
		I always found what I needed in this platform (very low to very high).	PEU4	

				Pada Situs Jual Beli Tokopedia.com. *Diponegoro Journal of Management.*

Table 4.1 Respondent Gender

Gender	Frequency	Percentage
Male	100	26%
Female	100	74%
Total	200	100%

Table 4.2 Respondent Age

Age	Frequency	Percentage
Millennial	100	50%
Non-Millennial	100	50%
Total	200	100%

Table 4.3 Respondent Last Education

1. Social Commerce

Education	Frequency	Percentage
Senior high school	42	42%
Undergraduate	40	40%
Post Graduate	8	8%

Diploma	8	8%
Doctoral	2	2%
Total	100	100%

2. E-Commerce

Education	Frequency	Percentage
Senior high school	42	42%
Undergraduate	46	46%
Post Graduate	10	10%
Diploma	2	2%
Total	100	100%

Table 4.4 Respondent Occupation

1. Social Commerce

Occupation	Frequency	Percentage
Student	50	50%
Employee	22	22%
Entrepreneur	17	17%
Freelancer	11	11%
Total	100	100%

2. E-Commerce

Occupation	Frequency	Percentage

Student	50	50%
Employee	33	33%
Entrepreneur	8	8%
Freelancer	9	9%
Total	100	100%

Table 4.5 Respondent Monthly Income

1. Social Commerce

Expense	Frequency	Percentage
≤ Rp 1.000.000	364	74%
Rp 1.000.001 - Rp 3.000.000	47	47%
Rp 3.000.001 - Rp 5.000.000	14	14%
Rp 5.000.001 - Rp 7.000.000	17	17%
Rp 7.000.001 - Rp 9.000.000	13	3%
> Rp. 9.000.001	6	6%
Total	100	100%

2. E-Commerce

Expense	Frequency	Percentage

≤ Rp 1.000.000	30	30%
Rp 1.000.001 - Rp 3.000.000	24	24%
Rp 3.000.001 - Rp 5.000.000	27	27%
Rp 5.000.001 - Rp 7.000.000	6	6%
Rp 7.000.001 - Rp 9.000.000	4	4%
> Rp. 9.000.001	9	9%
Total	100	100%

Table 4.6 Respondent Frequency of Use

1. Social Commerce

Expense	Frequency	Percentage
1-3 times	50	50%
4-6 times	17	17%
>7 times	33	33%
Total	100	100%

2. E-Commerce

Expense	Frequency	Percentage
1-3 times	26	26%

4-6 times	16	16%
>7 times	58	58%
Total	100	100%

Table 4.7 Descriptive Analysis

1. Consumer Trust

a. Social Commerce

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.Deviation
CT1	100	1	6	4.95	1.1
CT2	100	1	6	4.8	1.02
CT3	100	1	6	4.37	1.04
VALID N (listwise)	100				

b. E-Commerce

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.Deviation
CT1	100	1	6	5.23	0.81
CT2	100	1	6	4.72	0.82
CT3	100	1	6	4.52	1.04
VALID N (listwise)	100				

2. Security

a. Social Commerce

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.Deviation
S1	100	1	6	4.58	1.13
S2	100	1	6	4.5	1.09
S3	100	1	6	4.59	1.28
S4	100	1	6	4.56	1.38
VALID N (listwise)	100				

b. E-Commerce

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
S1	100	1	6	4.73	0.9
S2	100	1	6	4.49	0.94
S3	100	1	6	4.96	0.9
S4	100	1	6	5.14	0.75
VALID N (listwise)	100				

3. Perceived Ease of Use

a. Social Commerce

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
PEU1	100	1	6	5.04	1.24
PEU2	100	1	6	5.03	1.07
PEU3	100	1	6	5.13	0.99
PEU4	100	1	6	4.69	1.19
VALID N (listwise)	100				

b. E-Commerce

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
PEU1	100	1	6	5.38	0.73
PEU2	100	1	6	5.26	0.74
PEU3	100	1	6	5.3	0.87
PEU4	100	1	6	4.88	0.93
VALID N (listwise)	100				

Table 4.8 Validity & Reliability Test

1. Consumer Trust All Data

	Consumer Trust		
	λ	λ^2	$1-\lambda^2$
	0.740	0.547256	0.452744
	0.782	0.611598	0.388402
	0.667	0.444793	0.555207
COUNT	3	3	3
SUM	2.189	1.604	1.396
SQUARE	4.7906		
AVE	0.5345		
CR	0.7743		

2. Security All Data

	Security		
	λ	λ^2	$1-\lambda^2$
	0.707	0.499819	0.500181
	0.635	0.403662	0.596338
	0.807	0.651783	0.348217
	0.778	0.605856	0.394144
COUNT	4	4	4
SUM	2.928	2.161	1.839
SQUARE	8.5733		
AVE	0.5403		
CR	0.8234		

3. Perceived Ease of Use All Data

	Perceived Ease of Use		
	λ	λ^2	$1-\lambda^2$
	0.735	0.540348	0.459652
	0.791	0.62561	0.37439
	0.719	0.516689	0.483311
	0.634	0.402178	0.597822
COUNT	4	4	4
SUM	2.879	2.085	1.915
SQUARE	8.2888		
AVE	0.5212		
CR	0.8123		

Table 4.9 Test of Between Subject Effect

1. Consumer Trust – Social Commerce

Tests of Between-Subjects Effects

Dependent Variable: CT

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.067[a]	3	1.022	1.357	.261
Intercept	2215.271	1	2215.271	2940.264	.000
Gender	.071	1	.071	.094	.759
Generation	2.778	1	2.778	3.687	.058
Gender * Generation	.218	1	.218	.289	.592
Error	72.329	96	.753		
Total	2290.667	100			
Corrected Total	75.396	99			

a. R Squared = .041 (Adjusted R Squared = .011)

2. Consumer Trust – E-Commerce

Tests of Between-Subjects Effects

Dependent Variable: CT

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.794[a]	3	1.598	3.525	.018
Intercept	2326.454	1	2326.454	5130.837	.000
Gender	1.210	1	1.210	2.669	.106
Generation	2.890	1	2.890	6.374	.013
Gender * Generation	.694	1	.694	1.532	.219
Error	43.529	96	.453		
Total	2374.778	100			
Corrected Total	48.323	99			

a. R Squared = .099 (Adjusted R Squared = .071)

3. Security – Social Commerce

Tests of Between-Subjects Effects

Dependent Variable: S

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.107[a]	3	.702	.745	.528
Intercept	2077.081	1	2077.081	2203.312	.000
Gender	1.891	1	1.891	2.006	.160
Generation	.076	1	.076	.080	.778
Gender * Generation	.141	1	.141	.149	.700
Error	90.500	96	.943		
Total	2169.688	100			
Corrected Total	92.607	99			

a. R Squared = .023 (Adjusted R Squared = -.008)

4. Security – E-Commerce

Tests of Between-Subjects Effects

Dependent Variable: S

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.765[a]	3	.922	2.674	.052
Intercept	2332.890	1	2332.890	6767.108	.000
Gender	.303	1	.303	.877	.351
Generation	1.823	1	1.823	5.287	.024
Gender * Generation	.640	1	.640	1.856	.176
Error	33.095	96	.345		
Total	2368.750	100			
Corrected Total	35.860	99			

a. R Squared = .077 (Adjusted R Squared = .048)

5. Perceived Ease of Use – Social Commerce

Tests of Between-Subjects Effects

Dependent Variable: PEU

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.407[a]	3	2.136	2.830	.043
Intercept	2472.576	1	2472.576	3276.065	.000
Gender	1.051	1	1.051	1.392	.241
Generation	5.176	1	5.176	6.857	.010
Gender * Generation	.181	1	.181	.239	.626
Error	72.455	96	.755		
Total	2551.438	100			
Corrected Total	78.862	99			

a. R Squared = .081 (Adjusted R Squared = .053)

6. Perceived Ease of Use – E-Commerce

Tests of Between-Subjects Effects

Dependent Variable: PEU

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.688[a]	3	.896	2.559	.060
Intercept	2709.203	1	2709.203	7738.276	.000
Gender	.023	1	.023	.064	.800
Generation	1.563	1	1.563	4.463	.037
Gender * Generation	1.103	1	1.103	3.149	.079
Error	33.610	96	.350		
Total	2745.500	100			
Corrected Total	36.298	99			

a. R Squared = .074 (Adjusted R Squared = .045)

Figure 2.1 Framework

Age

H1b   H5b

H2b   H3b   H6b   *Post hoc a*   Consumer Trust

H4b

Social Commerce & E-Commerce   *Post hoc b*   Security

H1a   H3a   *Post hoc c*

H2a   H4a   H5a   Perceived Ease of Use

H6a

Gender
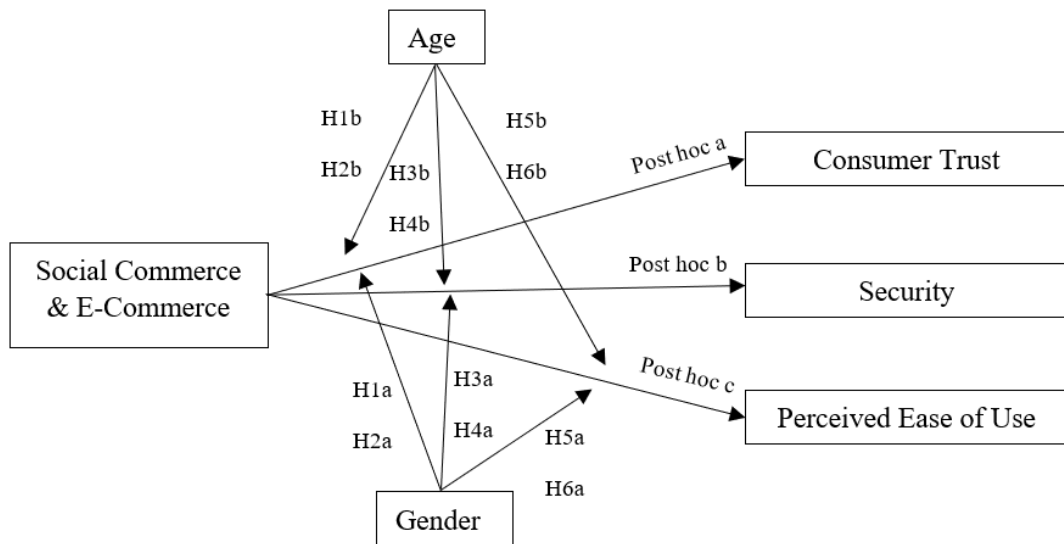
Figure 4.1 Estimated Marginal Means

1. Consumer Trust – Social Commerce
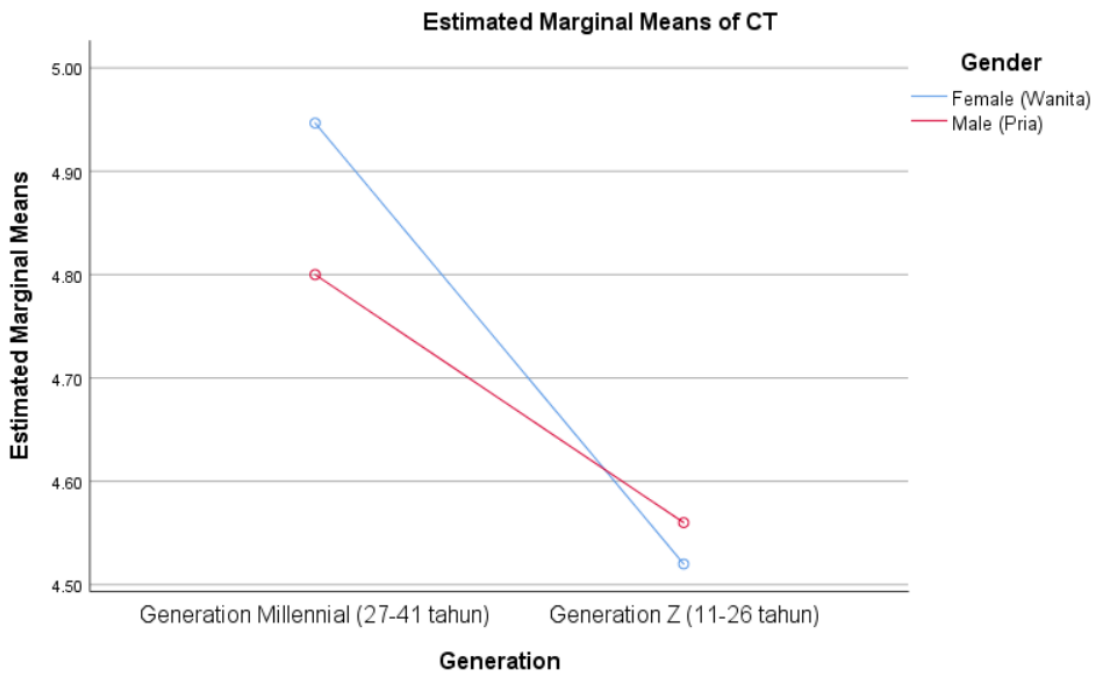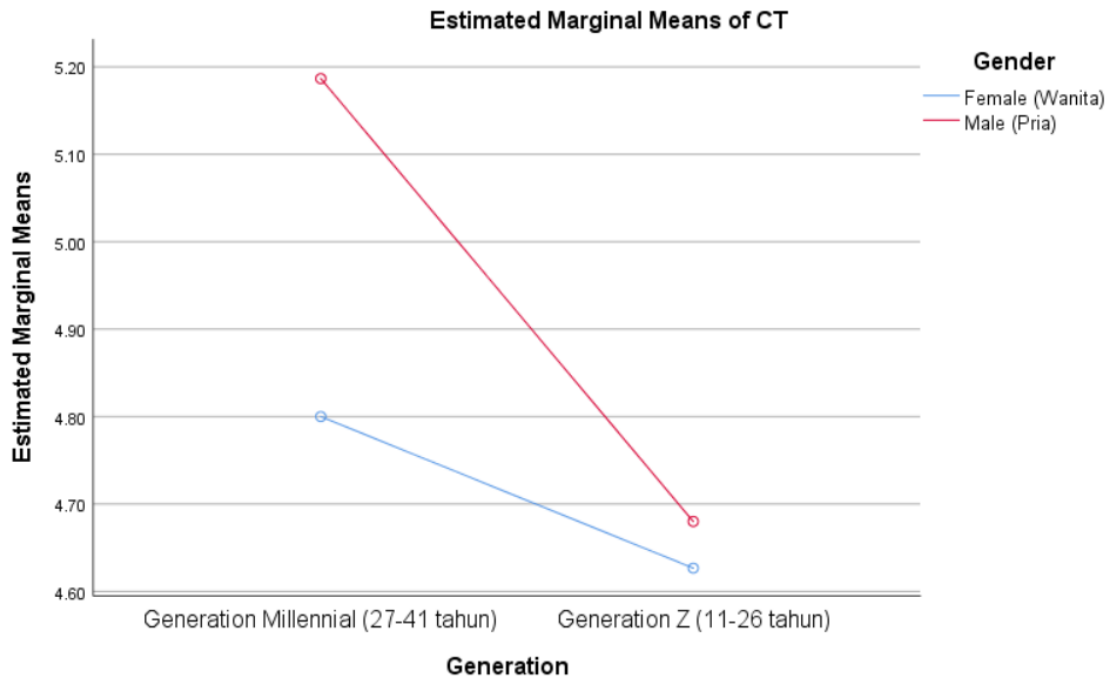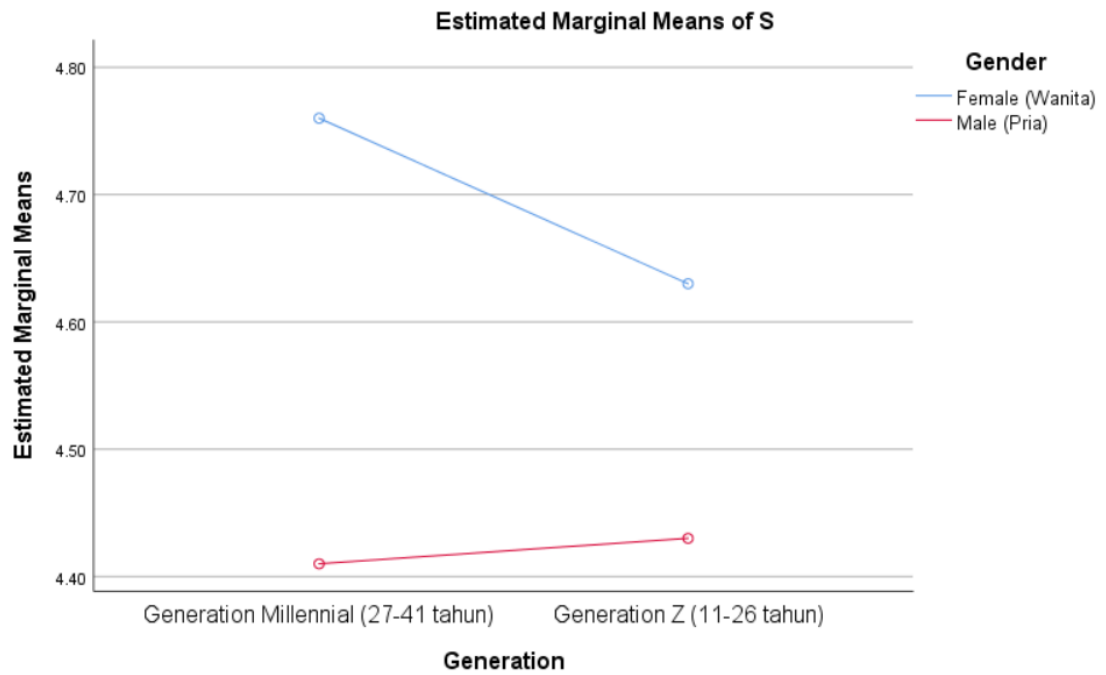
Estimated Marginal Means of CT

Gender
- Female (Wanita)
- Male (Pria)

Estimated Marginal Means

5.00
4.90
4.80
4.70
4.60
4.50

Generation Millennial (27-41 tahun)   Generation Z (11-26 tahun)

Generation

2. Consumer Trust – E-Commerce

Estimated Marginal Means of CT

3. Security – Social Commerce

Estimated Marginal Means of S

4. Security – E-Commerce

Estimated Marginal Means of S

5. Perceived Ease of Use – Social Commerce

Estimated Marginal Means of PEU

6. Perceived Ease of Use – E-Commerce

Estimated Marginal Means of PEU
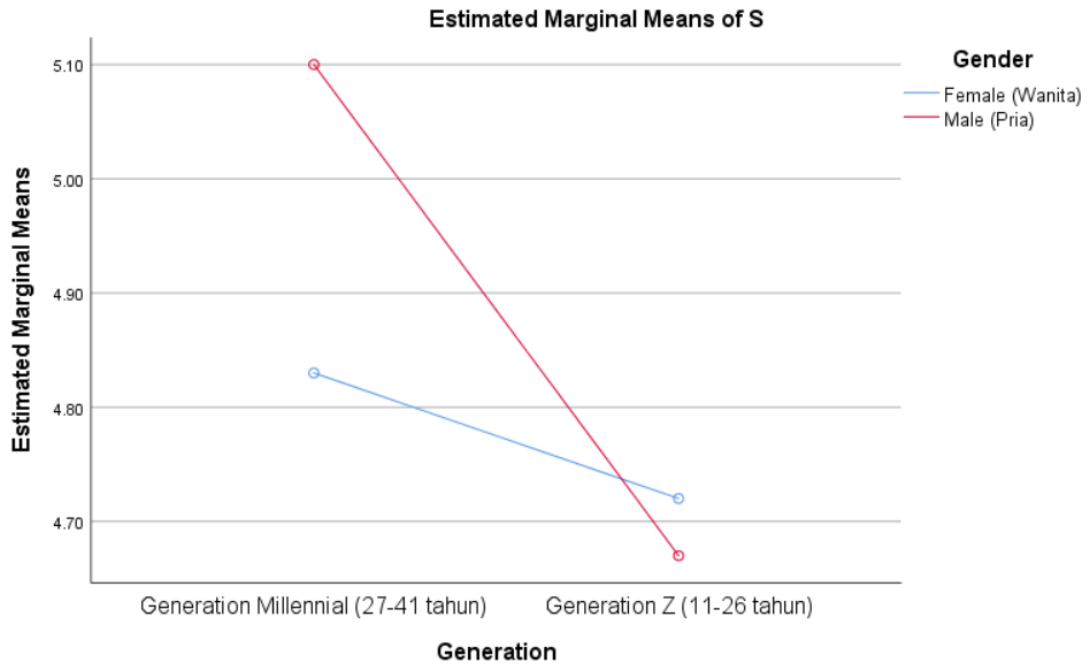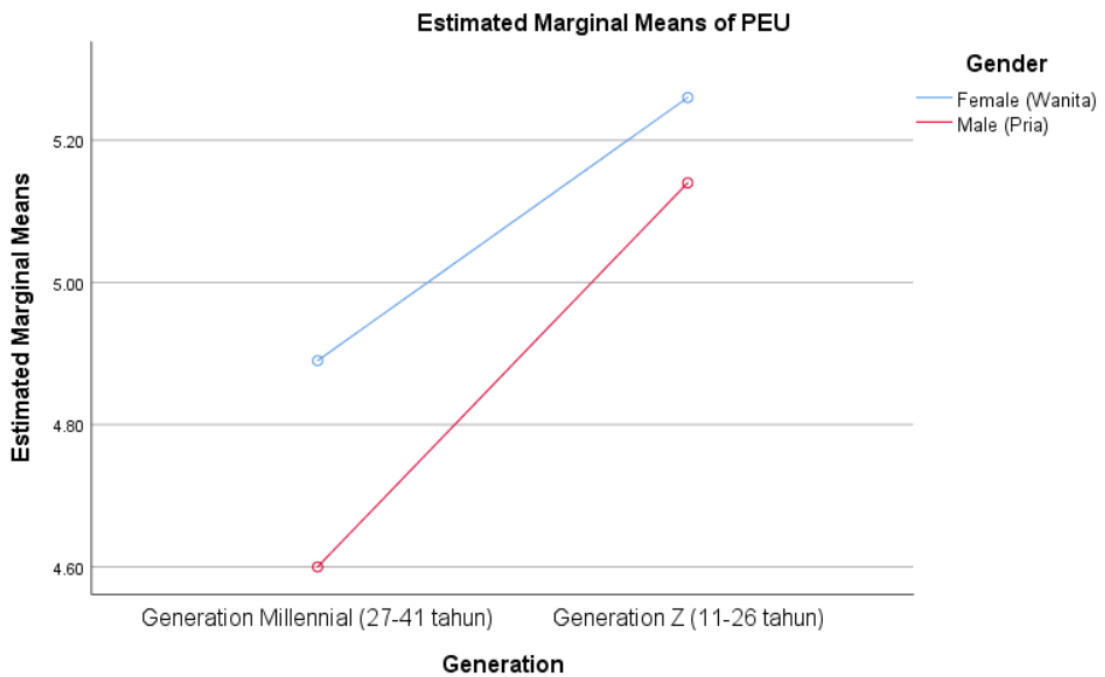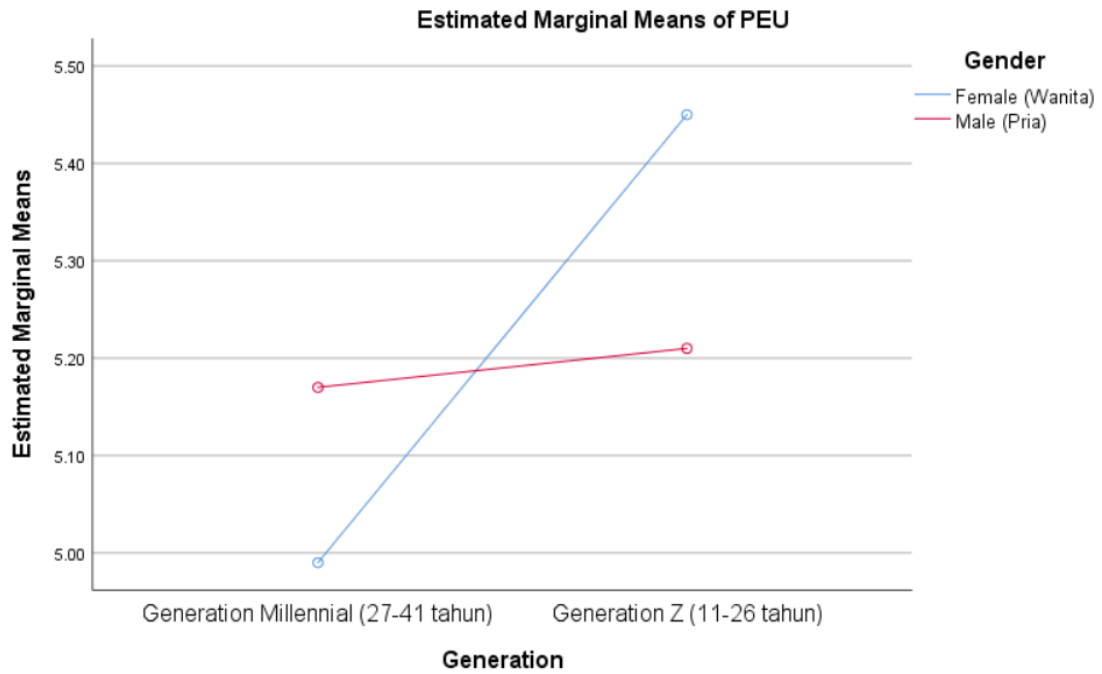
B. Questionnaire

I. Cover Letter

II. Screening Questions

Screening Questions

Description (optional)

Do you use Social Media (Instagram and Facebook) ? *

Apakah anda menggunakan social media ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

Have you shop through social media marketplace (Instagram Shop and Facebook Marketplace) ? *

Pernahkah kamu berbelanja melalui marketplace dari social media ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

Do you live in Indonesia ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

Screening Questions

Description (optional)

Do you use E-Commerce platform ? *

Apakah anda menggunakan platform E-Commerce ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

Have you shop through E-Commerce platform ? *

Pernahkah kamu berbelanja melalui platform E-Commerce ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

Do you live in Indonesia ?

○ Yes (Ya)

○ No (Tidak) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

III. Respondent Profile

Identity (Identitas)
Description (optional)

Gender *
Jenis Kelamin

○ Male (Pria)

○ Female (Wanita)

Age *
Usia

○ < 18 years old (< 18 tahun)

○ 19-23 years old (19-23 tahun)

○ 24-28 years old (24-28 tahun)

○ 29-33 years old (29-33 tahun)

○ 33-39 years old (33-39 tahun)

○ > 39 years old (> 39 tahun)

Occupation *
Pekerjaan

○ Student (Pelajar/Mahasiswa)

○ Employee (Karyawan)

○ Entrepreneur

○ Freelancer

○ Other...

Last Education

○ Senior High School/ Vocational (SMA/SMK)

○ Diploma (D3/D4)

○ Under Graduate (S1)

○ Post Graduate (S2)

○ Other...

Monthly Income *
Pendapatan perbulan

○ ≤ Rp 1.000.000

○ Rp 1.000.001 - Rp 3.000.000

○ Rp 3.000.001 - Rp 5.000.000

○ Rp 5.000.001 - Rp 7.000.000

○ Rp 7.000.001 - Rp 9.000.000

○ > Rp. 9.000.001

How many times have you shop through this platform ? *
Berapa kali kamu pernah berbelanja melalui platform ini ?

○ Never (Tidak pernah) (If no, you may stop here (Jika tidak, Anda boleh berhenti di sini))

○ 1 - 3 times (1 - 3 kali)

○ 4 - 6 times (4 - 6 kali)

○ > 7 times (lebih dari 7 kali)

III. Questionnaire Overview

- **Social Commerce**

- **E-commerce**

IV. Main Questionnaire

Consumer Trust

Please choose the answer among 1 (Strongly Disagree) until 6 (Strongly Agree).

Harap mengisi kuesioner dengan pilihan dari 1 (Sangat Tidak Setuju) sampai 6 (Sangat Setuju).

This Platform has a great reputation *

Platform ini memiliki reputasi yang baik

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

Seller is responsive in buying process *

Penjual responsif dalam proses pembelian

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

Product always meet buyer's expectation *

Produk selalu memenuhi ekspektasi pembeli

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

Security

Keamanan

Seller and buyer in this platform can be trusted *

Penjual dan pembeli dalam platform ini dapat dipercaya

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

The products that are listed on this platform has a good quality *

Produk yang dijual dalam platform ini memiliki kualitas yang baik

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

This platform provide system to decrease the chance of fraud *

Platform ini menyediakan sistem untuk mengurangi kemungkinan terjadinya penipuan

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

Perceived ease of use

Kemudahan yang dirasakan oleh pengguna

This platform is easy to access *

Platform ini mudah untuk diakses

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

It's easy to use this platform *

Sangat mudah untuk menggunakan platform ini

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

Wide variety of product are listed in this platform *

Berbagai macam produk terdaftar di platform ini

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

I always found what I needed in this platform *

Saya selalu menemukan yang saya perlukan dalam platform ini

	1	2	3	4	5	6	
Strongly Disagree (Sangat Tidak Setuju)	○	○	○	○	○	○	Strongly Agree (Sangat Setuju)

C. Respondent Answer

1. Social Commerce

CT1	CT2	CT3	S1	S2	S3	S4	PEU1	PEU2	PEU3	PEU4
4	5	3	5	4	5	5	4	5	5	5
5	4	4	4	3	4	4	3	3	5	5
6	5	5	5	6	5	6	6	6	6	5
4	4	4	4	4	4	4	6	5	5	6
5	4	5	5	4	4	4	3	5	4	4
4	5	5	4	4	4	4	4	4	4	4
6	6	5	4	5	5	6	6	6	5	5
4	5	4	3	4	3	3	3	5	4	4

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6	6	5	3	1	4	2	1	5	3	2
6	5	5	2	4	2	1	6	3	1	2
6	2	2	5	3	4	1	4	2	5	5
6	5	5	1	5	6	1	1	4	5	3
6	6	2	4	4	6	6	3	4	5	4
5	3	5	3	4	3	3	6	5	5	4
6	5	5	5	5	5	5	4	4	6	6
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5	5	6	6	5	6	5	6	5	5	6
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6	6	5	1	2	1	1	2	3	5	2
2	4	2	4	5	3	1	4	5	6	4
6	6	3	6	6	4	5	3	3	6	6
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5	4	3	4	4	6	6	6	5	5	5
6	6	5	5	5	1	1	6	6	6	4
4	3	4	5	4	5	5	5	5	5	4
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4	4	5	5	4	2	5	6	6	6	5
6	6	6	6	6	6	6	6	6	6	6

2. E-Commerce

CT1	CT2	CT3	S1	S2	S3	S4	PEU1	PEU2	PEU3	PEU4
5	5	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	5	6
5	4	4	4	4	5	5	5	5	5	5
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