



## Rethinking Trust: The Role Of Social Support, Presence, And Content Quality In Shaping Social Commerce Intentions

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### ABSTRACT

This study aims to examine the impact of social support, social presence, and quality of the information regarding the plan to use social commerce, with trust serving as a variable of mediation. The study adopts a quantitative approach involving 151 respondents residing in Surakarta who have experience purchasing via social commerce platforms. Data were collected through structured questionnaires and analyzed using Structural Equation using the Partial Least Squares (PLS) approach for modeling (SEM). The results show that social support significantly affects both trust and intention to use social commerce. Social presence and content quality significantly influence want to engage in social trade, but not trust. Furthermore, trust itself does not significantly influence people's intentions to utilize social commerce and does not mediate the influence of the independent variables. These results highlight that while interactional and content-based factors directly influence user behavior, trust may not always serve as a central psychological mechanism in digital purchasing decisions.

**Keyword:** Social Support, Social Presence, Content Quality, Trust, Intention to Use, Social Commerce, SEM-PLS

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## INTRODUCTION

The quick advancement of technology has significantly transformed business models and the way sellers interact with consumers. One of the most prominent trends today is the use of social networking sites, which allow seamless interaction between buyers and sellers. This phenomenon has given rise to a social commerce, or s-commerce, is a new paradigm in e-commerce (Abdelsalam et al., 2020). Stephen and Toubia claim that s-commerce is a subset of

E-commerce utilizing social media networks like Facebook, LinkedIn, Twitter, and others as tools for conducting commercial transactions (Jatiningrum et al., 2020). While conventional e-commerce primarily focuses on transactional interfaces via the internet, s-commerce places greater emphasis on the interactional and communal capabilities embedded in social networking sites.

In Indonesia, the adoption of social commerce continues to grow, especially among young adults. Based on a survey conducted in Surakarta, as many as 63 out of 151 respondents (41.7%) are in the 21–25 age group, showing that early adults are the most active users of social commerce platforms. Moreover, students dominate the respondent profile by 37.7%, indicating that the younger generation increasingly relies on digital platforms for shopping activities. This reflects a shifting behavior pattern where traditional face-to-face transactions are replaced by digital interaction and community-driven purchasing behavior.

As a result, research into social commerce has expanded, particularly into factors that influence consumer engagement and purchase intention. Hajli's model, for instance, highlights the role of social contact and help in forming consumer participation in social commerce (Awaliah & Prabowo, 2021). Furthermore, social commerce has been found to support modern distribution channels due to its interactive features and community-driven communication (Aldiansyah, 2022). Factors such as purchase intention, e-WOM, and consumer trust are critical to sustaining business continuity and improving customer loyalty (Charviandi et al., 2023).

In this environment, the quality of content becomes a crucial factor influencing consumer trust and purchase intentions, as it helps users make informed decisions based on accurate and relevant product information (Prayuti, 2024). Trust itself refers to the consumer's belief in the credibility, benefits, and reliability of a merchant or a product. In the field of social commerce, where transactions occur without face-to-face interaction, trust plays a more vital role than in traditional commerce (Sillia & Ishak, 2023).

Social commerce also empowers customers to discuss their shopping experiences in addition to making purchases, which enhances their influence within digital communities (Sari, 2023). This dynamic foster emotional and informational support among users, which, although not directly tied to purchase decisions, significantly impacts the quality of the buyer-seller relationship and, ultimately, purchase intention (Istiqomawati et al., 2022). Furthermore, social

presence and the delivery of high-quality promotional content can improve consumer experiences and foster stronger trust in digital commerce environments (Nurakhmawati et al., 2022).

Based on these considerations, The purpose of this study is to investigate the effects of social support, social presence, and the caliber of the data pertaining to the aim to use social commerce, with trust serving as a variable that mediates. The study is expected to offer both theoretical insights and practical implications for understanding customer behavior in the dynamic online economy.

## RESEARCH METHOD

In order to look on how social presence affects, social support, and content quality on the intention to utilize social commerce, this research employs a quantitative approach methodology, with trust acting as a mediating variable. The population targeted in this research consists of residents of Surakarta City who have experience purchasing products through social commerce platforms. A purposive sampling technique was used, focusing on individuals who met specific criteria, including having made purchases via social commerce and residing in Surakarta. The overall count of responders involved in this research amounted to 151, determined using the Slovin formula and guided. Generally speaking, the sample size should be at least five to 10 times the number of indicators. Data were collected through structured online questionnaires distributed to the qualified respondents.

The research model comprises both independent and dependent variables. The independent variables include social support, social presence, and content quality, which are assumed to influence the dependent variables. The dependent variables consist of trust (as a mediating variable) and intention to use social commerce. These variables were measured using a Likert scale through several indicators validated from previous research. Each variable's relationship is assessed to understand the extent to which social interactions and content quality in digital environments contribute to building trust and ultimately shaping user intentions in adopting social commerce platforms.

To analyze the collected data, this study used the Partial Least Squares (PLS) approach in conjunction with Structural Equation Modeling (SEM) SmartPLS 3.2.9 software. The evaluation of the the external model was conducted to ensure construct validity and reliability,

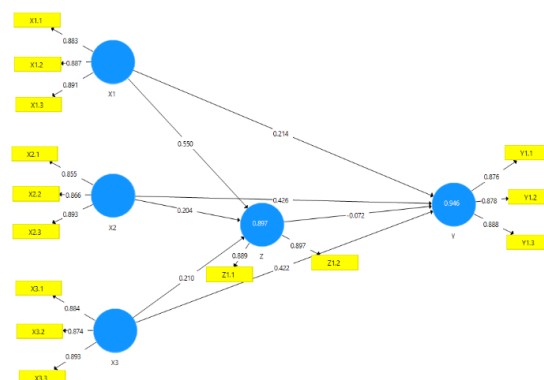
comprising Cronbach's alpha, composite reliability, discriminant validity, and convergent validity. The structural model or inner model was then tested through path coefficient analysis, coefficient of determination ( $R^2$ ), and hypothesis testing using t-statistics and p-values. Direct and indirect effects were also assessed to ascertain how trust functions as a mediator. The application of SEM-PLS provides flexibility in handling complex models and enables a comprehensive assessment of both measurement and structural components within the proposed theoretical framework

## RESULTS AND DISCUSSION

Considering the demographic data collected, the respondents in this study were categorized by age, gender, and occupation. Regarding age, the vast majority of participants were in the 21–25 year range, totaling 63 individuals or 41.7% of the sample. This was followed by respondents aged 26–30 years with 51 individuals (33.8%), and those aged 17–20 years with 25 individuals (16.6%). Only 12 respondents (7.9%) were over the age of 30. These findings indicate that most participants in this study are in the young adult age category, particularly those in early adulthood, who are typically active users of digital platforms such as social commerce.

Regarding gender, the sample was almost evenly split, with 76 male respondents (50.3%) and 75 female respondents (49.7%), suggesting a balanced gender representation. For occupational status, the majority of respondents were students, accounting for 57 individuals or 37.7%. This was followed by self-employed respondents (20.5%), government employees and private sector workers (both at 15.2%), and others (11.3%). The dominance of student respondents reflects the increasing involvement of the younger generation in online shopping behavior, particularly through social commerce platforms.

### Outer Loading Analysis



**Figure 1. Outer Model**

Source: Processed Primary Data, 2025

**Table 1. Outer Indicators**

Tabel	Loading Factor	Composite reliability	Cronbach's Alpha
<b>SS (X1)</b>	0,883 0,887 0,891	0.917	0.865
<b>SP (X2)</b>	0,855 0,866 0,893	0,904	0,841
<b>CQ (X3)</b>	0,884 0,874 0,893	0,914	0,859
<b>Intention to Use SC(Y)</b>	0,876 0,878	0,912	0,855
<b>Trust (Z)</b>	0,888 0,889 0,897	0,887	0,745

Source: Processed Primary Data, 2025

**Table 2. Collinearity Statistics (VIF)**

Variable	Indikator	VIF
<i>Social Support (X1)</i>	X1.1	2,175
	X1.2	2,166
	X1.3	2,381
Sosial Presence (X2)	X2.1	1,905
	X2.2	1,933
	X2.3	2,291
<i>Content Quality (X3)</i>	X3.1	2,227
	X3.2	2,018
	X3.3	2,329
Intention to UseSC (Y)	Y.1	2.076
	Y.2	2,062
	Y.3	2,254
Trust (Z)	Z.1	1,544
	Z.2	1,544

Source: Processed Primary Data (2025)

## Validity Test

### Convergent Validity

When the value of outer loading exceeds 0.7, the indication is said to have excellent

convergent validity. Considering the above table, it is evident that most indicators have outer loading values in our investigation above 0.7, which is deemed sufficient must meet the criterion for convergent validity. The information also show ensure no indicator's outer loading value is less than 0.5, indicating ensure every indication is suitable and reliable for usage in this study and suitable for further analysis.

### Discriminant Validity

Discriminant validity is used to make sure that every model construct assesses a unique notion and does not overlap with others. The test is conducted by examining the Extracted Average Variance (AVE) value, which indicates the extent to which the variance of the indicators is explained by their corresponding construct.

**Table 3. AVE (Average Variance Extracted)**

Variable	AVE	Description
SS (X1)	0,787	Valid
SP (X2)	0,759	Valid
CQ (X3)	0,781	Valid
Intention to Use SC (Y)	0,775	Valid
Trust (Z)	0,797	Valid

Source: Processed Data (2025)

The AVE values are displayed in Table 3 for every construct are more than 0.50. This suggests that every construct meets the criteria for discriminant validity, thus confirming that the variables in this model are independently established and do not overlap with one another.

### Reliability Test

#### Composite Reliability

According to Table 3, all variables have composite reliability scores greater than 0.7. Specifically, there is a value for the Social Support variable of 0.917, Social Presence 0.904, Content Quality 0.914, Intention to Use Social Commerce 0.912, and Trust 0.887. These numbers show that every variable is regarded as trustworthy.

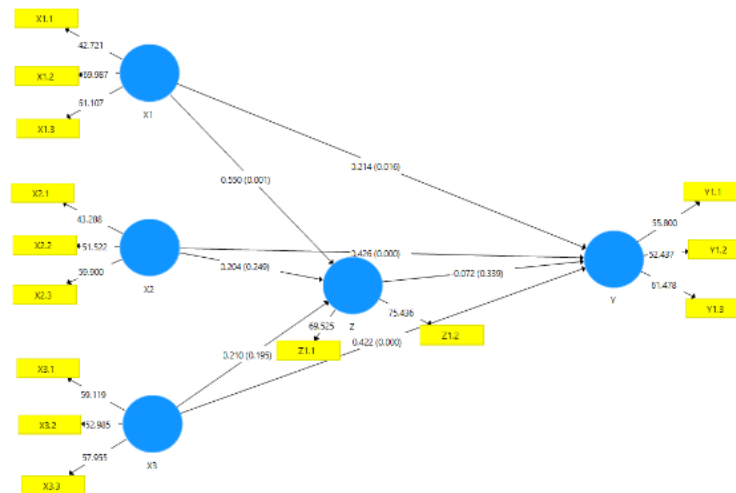
### Cronbach's Alpha

A statistical method for assessing internal consistency for dependability is Cronbach's Alpha. testing of instruments or psychometric data. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. Based on the data in Table 3, the Cronbach's

Alpha value for Social Support is 0.865, Social Presence is 0.841, Content Quality is 0.859, Trust is 0.745 and the Propensity to Engage in Social Commerce is 0.855. Thus, it may be said that each of the five variables is trustworthy.

### Classical Assumption Test (Multicollinearity Test)

### Structural Model (Inner Model)



**Figure 2. Inner Model**

Source: Processed Primary Data (2025)

### Inner Model Analysis

### Goodness of Fit Test

The degree to which the model can accurately elucidate the dependent variables is described by the coefficient of determination ( $R^2$ ). The  $R^2$  value is categorized as follows: no correlation if the value is 0, weak if between 0–0.49, moderate if exactly 0.50, strong if between 0.51–0.99, and perfect if it equals 1.0 (Hendawan et al., 2024). The  $R^2$  values associated with the dependent variables in this study are presented in:

**Table 4. R-Square Results**

	<i>R Square</i>	<i>R Square Adjusted</i>
Intention to Use <i>Social Commerce</i> (Y)	0,946	0,945
Trust (Z)	0,897	0,895

Source: Processed Primary Data (2025)

Considering the above table, the R-Square value is employed to ascertain the magnitude of the influence on the variables a desire to use trust and social commerce. The value of R-Square for Intention to Use Social Commerce is 0.945 or 94.5%, and for Trust it is 0.895 or 89.5%, indicating that these relationships are strong.

## Hypothesis Testing

### Path Coefficient Test

**Table 5. Path Coefficient (Direct Effect)**

	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Description
<i>Social Support</i> (X1) - >Intention to Use <i>Social</i> <i>Commerce</i> (Y)	0,228	0,089	2,412	0,016	Significant
<i>Social Support</i> (X1) -> Trust (Z)	0,507	0,172	3,206	0,001	Significant
<i>Social</i> <i>Presence</i> (X2) -> Intention to Use <i>Social</i> <i>Commerce</i> (Y)	0,406	0,094	4,538	0,000	Significant
<i>Social</i> <i>Presence</i> (X2) -> Trust (Z)	0,241	0,177	1,154	0,249	Not Significant
<i>Content</i> <i>Quality</i> (X3) - > Intention to Use <i>Social</i> <i>Commerce</i> (Y)	0,420	0,077	5,511	0,000	Significant
<i>Content</i> <i>Quality</i> (X3) - > Trust (Z)	0,218	0,162	1,298	0,195	Not Significant
Trust (Z) -> Intention to Use <i>Social</i> <i>Commerce</i> (Y)	0,064	0,075	0,956	0,339	Not Significant

Source: Processed Primary Data (2025)



The following is the interpretation based on the above table: The first hypothesis (H1) investigates whether the intention to utilize social commerce is positively and significantly impacted by social support. H1 is accepted with a p-value of 0.016 and a t-statistic of 2.412. With a p-value of 0.001 and a t-statistic of 3.206, Hypothesis 2 (H2), which investigates whether social support has a beneficial impact on trust, is accepted. Although it was mistakenly rejected, Hypothesis 3 (H3), which examines whether Being socially present offers advantages impact on the want to make use of social commerce, should be accepted because the t-statistic is 4.538 and the p-value is zero thousand. With a p-value of 1.154 and a t-statistic of 0.249, Hypothesis 4 (H4), which examines whether social presence influences trust, is rejected.

Furthermore, having a t-value of 5.511 and a p-value of 0.000, Hypothesis 5 (H5), which examines whether content quality influences the desire to utilize social commerce in a positive way, is accepted. Despite examining whether content quality influences trust, Hypothesis 6 (H6) is rejected because of a t-statistic of 1.298 and a p-value of 0.195. Finally, Hypothesis 7 (H7) examines the connection between the urge to trust and utilize social commerce. It is rejected with a p-value of 0.339 and a t-statistic of 0.956.

### Indirect Effect Test

**Table 6. Specific Indirect Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
SS(X1) -> Trust (Z)-> Intention to Use SC(Y)	0,040	0,036	0,045	0,872	0,384
(X2) -> Trust (Z)-> Intention to Use SC(Y)	0,015	0,013	0,023	0,643	0,520
CQ (X3) -> Trust (Z)-> Intention to Use SC(Y)	0,015	0,013	0,021	0,722	0,471

Source: Processed Primary Data (2025)

According to Table 6's findings, trust does not function as a mediating factor in any of the relationships that were examined. With a t-value of 0.872 and a p-value of 0.384, the connection between Social Support and The Goal of Using Social Commerce mediated by Trust is not mediated by Trust. Likewise, the t-statistic of 0.643 and p-value of 0.520 for the

connection between the intention to use social media and social presence Commerce mediated by Trust do not reach the significance criterion. Finally, there is a p-value of 0.471 and a t-statistic of 0.078 for the correlation between Content Quality and the goal to Use Social Commerce mediated by Trust., leading to the same conclusion that Trust does not mediate this relationship either.

## Discussion

### *The Influence of Social Support on the Intention to Use Social Commerce*

The findings of the investigation show that social support significantly and favorably affects individuals' want to take part in social trade. This finding reinforces the argument that societal encouragement from close contacts, such as family or peers, can shape beliefs that drive behavioral decisions in digital contexts (Santoso, 2021). Empirically, Liu et al. (2019) also found that social support internalized through digital interactions such as positive comments or recommendations from friends substantially increases, the purpose of customers to utilize e-commerce platforms. This result supports the notion that the perception of social meaningfulness is one of the fundamental bases for forming digital behavioral intentions.

### *The Influence of Social Support on Trust*

Statistical analysis also shows that social support significantly and favorably affects consumer trust in social commerce. This support, manifested in the form of positive reviews or shared consumer experiences, serves as a social reinforcement mechanism that shapes the perception of seller credibility (Awang et al., 2021). Support provided through communities or social networks can create a sense of security and comfort in making online purchasing decisions (Chung et al., 2015).

### *The Influence of Social Presence on the Intention to Use Social Commerce*

The findings show that social presence has a big impact on individuals' want to Engage in social commerce activities. This supports the results of Nadeem et al. (2020) which suggest that the perception of social interaction can strengthen emotional connections within digital spaces and enhance commitment to active participation in online communities. Users feel more engaged when communication is interactive and personal, ultimately reinforcing their want to engage in social trade platforms.

### *The Influence of Social Presence on Trust*

Although theoretically, social presence is believed to strengthen interpersonal relation-

ships that underlie the formation of Trust Addo et al. (2020), The findings of this investigation show that the influence is not significant. This suggests that social presence does not always guarantee the development of trust, especially when interactions are superficial or one-sided. This finding aligns with Lu et al. (2016) who emphasize that the standard of social presence must be accompanied by a positive and consistent user experience in order to effectively build trust. The study conducted by Kuswati et al. (2021) also reinforces that consumer trust in a brand can be an essential element in building loyalty and increasing the intention to use the service consistently.

### ***The Influence of Content Quality on Intention to Use Social Commerce***

Content quality has been demonstrated to significantly and favorably influence consumers' intentions to use social commerce. Accuracy, relevance, and visualization of product information contribute to the perception of seller credibility and facilitate consumers in the decision making proces (Wang & Huang, 2023). This is consistent with the results of Li et al. (2023) , which state that informative and attractively designed content can increase purchase intention through better product understanding.

### ***The Influence of Content Quality on Trust***

Although many studies suggest that content quality is closely related to the formation of trust, the findings Yang et al. (2022) show an insignificant relationship. This can occur if the content lacks social proof or strong testimonials, or if the frequency of updates is inconsistent. Consumers tend to assess credibility not only from visual quality but also from interaction and social engagement within the content (Liang & Turban, 2021).

### ***The Influence of Trust on Intention to Use Social Commerce***

Trust is important when it comes to influencing consumers' decisions to adopt digital wallets, acting as a key factor in overcoming perceived risks and encouraging continued use of such technology (Faridah & Kuswati, 2024). However, the results of the study show that customers' intentions to utilize social commerce are not much impacted by trust.. This finding indicates that trust has not yet been fully established as a dominant factor in the decision-making process, especially when users' experience is limited or digital interaction is minimal. Additionally, recent research shown that in the setting of social media, factors such as review quality, ease of use, and price perception tend to be prioritized by users over trust itself (Park

et al., 2021).

### *The Mediating Role of Trust*

All indirect effect tests involving trust as a mediating variable show insignificant results. This means that trust does not serve as a strong enough bridge in transforming the impact of social support, social presence, or content quality on The plan to leverage social commerce. These findings suggest that trust is not the only important psychological aspect in the digital adoption process. Factors such as perceived usefulness or enjoyment may serve as more relevant alternative mediators in the context of today's young digital consumers (Alawi, 2023).

## CONCLUSIONS

This study's goal was to look at the impacts of content, social presence, and social support nature of the desire to engage in social trade, with trust as a mediating variable. The findings reveal both trust and the propensity to utilize social commerce are significantly and favorably impacted by social aid. Adoption of social commerce is significantly influenced by social presence but does not significantly affect trust. Likewise, content quality favorably and much influences the desire to make advantage of social commerce, yet its impact on trust is not significant. Furthermore, trust itself has no discernible impact on the desire to utilize social commerce and does not significantly mediate The connection between social support and social presence, or content quality and the plan to leverage social commerce. These results suggest that while certain social and content-related factors can directly influence users' behavioral intentions, trust may not always serve as a strong mediator in this context.

There were many restrictions on this investigation. Initially, the data gathering was dependent on solely on Google Forms, which limited researcher interaction with respondents and may have affected the authenticity of the responses. Second, the sample was not evenly distributed across broader demographic groups and was confined to certain regions, potentially limiting the findings' generalizability. It is advised that future studies include additional influencing variables that may significantly impact the want to engage in social commerce. Moreover expanding the sample to include students from various universities and broader geographic areas could help generate more diverse and accurate data, enhancing the validity of future studies.

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