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ANALYSIS OF THE EFFECTS OF THE SOCIAL COMMERCE VALUES IN SOCIAL MEDIA USERS IN BATAM CITY

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ABSTRACT

This study aims to find out the effects of social commerce value towards social media users in Batam City. The affecting values are coming from flow, enjoyment, perceived usefulness, perceived sacrifice, perceived risk, endorsement, critical mass and perceived value variables as intervening indicators and purchase intention variables as dependent indicators. This study can be a knowledge guideline about digital marketing strategies in social media.

This research used applied methods and surveys with 435 respondents. The object of this research is active social media users, such as Facebook, Instagram, or Youtube. This research model uses Value-Based Adoption Model (VAM) which is based on the perception of social media users toward social commerce. To test the effects of the value, this study employed the Partial Least Square (PLS). Among 10 hypotheses in the research, 6 hypotheses had a significant influence and 4 had no significant influence.

The results show that flow, enjoyment, perceived usefulness, perceived sacrifice variables have a significant effect on perceived value as an intervening variable, as well as critical mass and purchase intention variables have a significant effect on purchase intention as the dependent variable. However, neither the perceived risk variable significantly influences the perceived value variable as an intervening variable, nor the purchase intention as the dependent variable. The flow variable and endorsement variables do not significantly influence the purchase intention variable as the dependent variable as well.

Keyword : social commerce, flow, enjoyment, perceived usefulness, perceived risk, perceived sacrifice, endorsement, critical mass, perceived value, purchase intention