

**ANALYSIS OF THE INFLUENCE OF SOCIAL COMMERCE
TOWARDS INTENTION OF CO-CREATION ON E-COMMERCE
IN BATAM CITY**

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ABSTRACT

Social media is a very popular application in Indonesia, with social media making it easier for users to be able to shop online, social media is much favored by millennials, so many users switch to shop online. The purpose of this study is to find out the significant influence of social support variables, social commerce information sharing, social commerce value, and brand engagement on co-creation intention. This research was conducted to determine the behavior of social commerce users in Batam City.

The data used in this study are primary data by distributing questionnaires as a technique for collecting research data. The number of samples applied by researchers in this study were 350 respondents. The sample selection uses the purposive sampling method. This research was tested using a statistical program based on SmartPLS. PLS results obtained indicate a significant relationship of the variables tested.

The results of this study indicate that the variables Social support, social commerce information sharing, social commerce, and Brand engagement have a positive effect on co-creation intention. The results of this study can be used by sellers in social commerce to increase sales and buyers can help sellers to create brand value on products, and sellers in social commerce must approach social commerce users to get a good relationship.

Keywords: *Social Support, Social Commerce Information Sharing, Social Commerce Value, Brand Engagement, Co-creation Intention*