

Social experience vs. social technology in enhancing the intention to use social commerce: a case study of Indonesia

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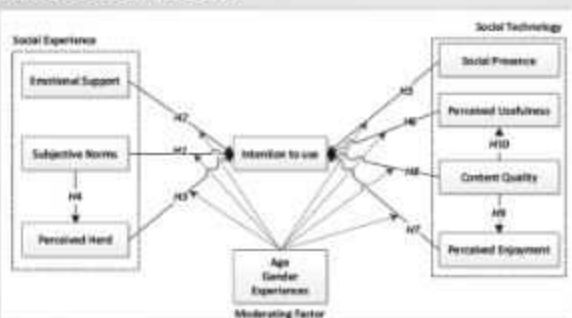
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Purpose – This study proposed a theoretical model to understand user intention to use social commerce (SC) of an emerging market based on social experience and social technology. The SC scope was limited to the thirdparty Social Network Sites utilized by the vendor to establish social interaction and communication with and among the customer about commercial activity.



Theoretical Model



Design/methodology/approach

A total of 750 Indonesian respondents were used to examine the research model using self-administered questionnaires. The postulated direct and indirect effects in the theoretical model were validated using the SEM technique.



Findings – The findings from the final model showed Perceived Enjoyment from the social technology factor has the most substantial direct effect on behavior intention in SC followed by the direct effect of Perceived Usefulness, the indirect effect of content quality, and social presence. Meanwhile, from social experience, the perceived herd was found to have a strong immediate effect on intention, followed by the direct effect of emotional support and indirect effect of subjective norms.

