

## BAB V

### PENUTUP

#### 5.1. Kesimpulan

Data temuan penelitian ini telah dianalisis dan dibahas pada bab sebelumnya. Merujuk pada hasil-hasil tersebut, kesimpulan penelitian ini adalah:

1. Variabel Dukungan Informasi memiliki pengaruh signifikan terhadap Niat Berperilaku konsumen pada taraf signifikansi 10 %. Akan tetapi, dukungan informasi memiliki hubungan positif yang lemah dan sekaligus menunjukkan dengan adanya peningkatan dukungan informasi, ada kemungkinan peningkatan (meskipun lemah) Niat Berperilaku konsumen.
2. Variabel Dukungan Emosional memiliki pengaruh yang positif dan signifikan terhadap Niat Berperilaku konsumen. Hasil ini juga menunjukkan seiring dengan peningkatan dukungan emosional, secara langsung akan ikut meningkatkan Niat Berperilaku konsumen.
3. Variabel *Flow* menjadi variabel yang paling minor dalam memprediksi pengaruhnya terhadap Niat Berperilaku konsumen. Hal ini ditunjukkan dari nilai *Original Sampel* paling kecil (1,4 %). Sehingga juga menunjukkan pengaruhnya tidak signifikan meskipun hubungannya dinyatakan positif terhadap Niat Berperilaku konsumen.
4. Variabel Kehadiran Sosial disimpulkan memiliki pengaruh yang positif dan signifikan terhadap Niat Berperilaku konsumen. Variabel ini juga dinyatakan bisa meningkatkan Niat Berperilaku konsumen sebesar 16,6 % ketika kehadiran sosial ditingkatkan.
5. Variabel Kualitas Web menjadi variabel yang paling mayor dalam memprediksi pengaruh terhadap Niat Berperilaku dengan nilai *Original Sample* 49,9 %. Variabel ini memiliki pengaruh positif signifikan terhadap Niat Berperilaku konsumen dan mampu meningkatkan Niat Berperilaku ketika kualitas web ditingkatkan.

## **5.2. Implikasi Manajerial**

Hasil penelitian ini menunjukkan bahwa Kualitas Web memiliki pengaruh terbesar terhadap Niat Perilaku Konsumen. Pengaruh ini tentunya secara tidak langsung bisa mendorong pengembang FJB Kaskus untuk meningkatkan pengalaman penggunaannya dengan peningkatan fitur-fitur di dalamnya. Terutama pada aspek penting kenyamanan pengguna ketika berselancar di FJB Kaskus.

Dukungan emosional menunjukkan pengaruhnya yang positif dan signifikan terhadap Niat Perilaku Konsumen. Keberadaan pengaruh ini, dalam konteks FJB Kaskus, perlu melihat bahwa dalam perdagangan sosial memang membutuhkan dukungan emosional yang tidak terlihat. Ini artinya, perlu peningkatan bahkan pemberian dukungan dalam fitur website yang mendorong aspek-aspek emosional sebagai pertimbangan dalam berbagai transaksi di dalam FJB Kaskus.

Pada Kehadiran Sosial, pengaruhnya tergolong kecil bagi Niat Perilaku Konsumen. Sehingga, hal ini menegaskan bahwa FJB Kaskus dipandang perlu menempatkan pengembangan *website*-nya dengan menghadirkan diri dalam mendukung secara sosial hubungan pengguna dengan pengguna lainnya, dan hubungan pengguna dengan penyedia layanan di dalam e-commerce ini. Artinya, kehadiran sosial ini tidak hanya terbatas pada umpan balik dari para pengguna.

Dukungan informasi menjadi variabel yang paling lemah berpengaruh terhadap Niat Perilaku Konsumen. Oleh karena itu, hal ini memiliki implikasi bagi pengembang FJB Kaskus untuk meningkatkan berbagai macam bentuk dukungan informasi bagi penggunaannya. Hal ini agar pertukaran informasi di dalam situs ini semakin memperkuat tautan antar pengguna dan FJB Kaskus.

## **5.3. Keterbatasan Penelitian dan Saran Penelitian ke Depan**

Berdasarkan hasil penelitian ini, peneliti merekomendasikan saran. Di samping itu, peneliti mengakui bahwa terdapat batasan-batasan yang membuat penelitian ini tidak bisa dikatakan sempurna. Sehingga peneliti dengan sadar menyatakan batasan-batasan penelitian ini sebagai berikut:

1. Penelitian ini hanya terbatas pada Forum Jual Beli Kaskus yang masuk sebagai bagian kecil dari Kaskus. Selain itu, sampel penelitian ini tidak mencakup semua orang yang terlibat di dalam FJB Kaskus, atau dapat dikatakan mereka yang telah melakukan transaksi di dalamnya. Sehingga bagi penelitian selanjutnya, sangat memungkinkan untuk meluaskan cakupan penelitian ini.
2. Penelitian ini tidak memberikan batasan usia pengguna FJB Kaskus. Sehingga pada penelitian selanjutnya, untuk lebih secara spesifik menempatkan kelompok usia tertentu sebagai sampel penelitian. Hal ini dikarenakan setiap kelompok usia memiliki karakteristik dan preferensi sendiri terhadap *e-commerce*.
3. Objek penelitian ini berupa FJB Kaskus tidak dapat menggambarkan *e-commerce* sepenuhnya dalam penelitian. Hal ini dikarenakan FJB Kaskus lebih cenderung dan banyak dikenal sebagai forum diskusi dan sedikit situs perdagangan yang ada di dalamnya. Oleh karena itu, saran bagi penelitian selanjutnya, agar dapat menggunakan objek lain berupa *e-commerce* seperti Facebook, Instagram, Lazada, Jd.id dan lainnya.
4. Penelitian ini juga dibatasi pada ketiadaan variabel moderasi atau *intervening* yang sangat memungkinkan menjadi variabel yang bisa menjembatani atau memberikan intervensi lainnya dari kelima prediktor terhadap Niat Berperilaku konsumen. Oleh karena itu, direkomendasikan untuk penelitian selanjutnya agar meneliti topik penelitian ini dengan memasukkan variabel lain yang secara teoritis dan empiris bisa menjadi penjelas lainnya dalam Niat Berperilaku konsumen.

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**LAMPIRAN**



**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

## BAGIAN I: DATA DIRI RESPONDEN

1. Apakah Anda Mengetahui Situs Jual Beli kaskus?

- Jika memilih jawaban ‘tidak’ atau ‘belum’, Anda tidak perlu melanjutkan pengisian kuesioner

Ya, Mengetahui  
 Tidak

2. Apakah Anda pernah menggunakan situ jual beli Kaskus?

- Jika memilih jawaban ‘tidak’ atau ‘belum’, Anda tidak perlu melanjutkan pengisian kuesioner

Ya, Pernah  
 Tidak

3. Apakah anda pernah melakukan transaksi di KASKUS minimal 2 kali dalam 2 tahun terakhir ?

- Jika memilih jawaban ‘tidak’ atau ‘belum’, Anda tidak perlu melanjutkan pengisian kuesioner

Ya, Pernah  
 Tidak

4. Nama/Inisial:

5. Usia:

6. Jenis Kelamin:

Laki-laki  
 Perempuan

## BAGIAN II: KUESIONER PENELITIAN

Pertanyaan	STS	SS	N	S	SS
<b>Dukungan Informasi</b>					
1. Di situs web perdagangan sosial, beberapa orang akan menawarkan saran ketika saya membutuhkan bantuan					
2. Ketika saya menemui masalah, beberapa orang di situs web perdagangan sosial akan memberi saya informasi untuk membantu saya mengatasi masalah tersebut					
3. Saat menghadapi kesulitan, beberapa orang di situs web perdagangan sosial akan membantu saya menemukan penyebabnya dan memberi saya saran.					
<b>Dukungan Emosional</b>					
1. Saat dihadapkan pada kesulitan, beberapa orang di situs web perdagangan sosial ada di pihak saya.					
2. Saat menghadapi kesulitan, beberapa orang di situs web perdagangan sosial menghibur dan menyemangati saya.					
3. Ketika dihadapkan pada kesulitan, beberapa orang di situs web perdagangan sosial mendengarkan saya berbicara tentang perasaan pribadi saya.					
4. Ketika dihadapkan pada kesulitan, beberapa orang di situs web perdagangan sosial menyatakan minat dan perhatiannya pada kesejahteraan saya.					
<b>Kehadiran Sosial</b>					
1. Saat menjelajahi situs web perdagangan sosial, interaksi dengan pelanggan lain bersifat pribadi.					
2. Saat menjelajahi situs web perdagangan sosial, interaksi dengan pelanggan lain terasa hangat.					
3. Saat menjelajahi situs web perdagangan sosial, interaksi dengan pelanggan lain sudah dekat					
4. Saat menjelajahi situs web perdagangan sosial, interaksi dengan pelanggan lain bersifat manusiawi.					
5. Saat menjelajahi situs web perdagangan sosial, interaksi dengan pelanggan lain bersifat emosional.					

Pertanyaan	STS	SS	N	S	SS
<b>Flow</b>					
1. Imajinasi saya muncul ketika saya berinteraksi dalam situs web perdagangan sosial.					
2. Saya merasa penasaran saat berinteraksi di situs <i>social commerce</i> .					
3. Interaksi di situs web perdagangan sosial menarik.					
4. Saya asyik berinteraksi di situs web perdagangan sosial.					
5. Sangat menyenangkan untuk berinteraksi di situs web perdagangan sosial.					
<b>Kualitas Web</b>					
1. Situs web perdagangan sosial memiliki fungsi yang memungkinkan pengguna memberikan tanggapan dan umpan balik yang cepat.					
2. Situs web perdagangan sosial menawarkan berbagai alternatif untuk memecahkan masalah saya.					
3. Situs web perdagangan sosial menyediakan antarmuka pengguna yang ramah.					
4. Situs web perdagangan sosial memudahkan untuk menghubungi teman saya					
5. Situs web perdagangan sosial memudahkan untuk memberikan informasi kepada teman-teman saya.					
6. Situs web perdagangan sosial memiliki perangkat keras dan perangkat lunak terbaru.					
<b>Niat Berperilaku Konsumen</b>					
1. Saya bersedia berbagi pengalaman dan saran saya ketika teman-teman saya di situs web perdagangan sosial menginginkan saran saya untuk membeli					
2. Saya bersedia berbagi pengalaman berbelanja saya dengan teman-teman saya di situs web perdagangan sosial.					
3. Saya bersedia merekomendasikan produk yang layak dibeli kepada teman-teman saya di situs web perdagangan sosial.					

<b>Pertanyaan</b>	<b>STS</b>	<b>SS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
4. Saya akan mempertimbangkan pengalaman berbelanja teman-teman saya di situs web perdagangan sosial ketika saya ingin berbelanja.					
5. Saya akan meminta teman-teman saya di situs web perdagangan sosial untuk memberi saya saran-saran mereka sebelum saya pergi berbelanja.					
6. Saya bersedia membeli produk yang direkomendasikan oleh teman-teman saya di situs web perdagangan sosial.					





**LAMPIRAN 2**  
**KUESIONER DARING**



**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

Perkenalkan saya Johan Otto Sandi, mahasiswa program studi manajemen, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini sedang melakukan penelitian (Tugas Akhir/Skripsi) dengan judul penelitian "ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS".

Penelitian ini sebagai salah satu syarat kelulusan untuk mendapat gelar sarjana manajemen. Oleh karena itu, saya meminta kesediaan teman-teman untuk mengisi kuesioner berikut dengan sungguh-sungguh untuk memperoleh suatu data yang akan diolah peneliti untuk tugas akhir ini. Segala informasi yang di berikan dalam kuesioner ini akan di jaga kerahasiaannya. Atas perhatian dan partisipasi saudara/i dalam mengisi daftar pertanyaan/kuesioner ini, saya ucapkan terima kasih.

Jika terdapat sesuatu yang dirasa kurang dapat di pahami atau ingin mengetahui lebih lanjut, silakan hubungi peneliti melalui email: johampangarbuah47@gmail.com. 0811304864422

**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

\*Wajib

**Pertanyaan umum**

Apakah anda pernah melakukan transaksi di KASKUS minimal 2 kali dalam 2 tahun terakhir ?\*

ya pernah  
 tidak

[kembali](#) [berikutnya](#) Kuesioner formulir

**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

\*Wajib

**Pertanyaan umum**

Apakah anda pernah menggunakan situs jual beli KASKUS?\*

ya pernah  
 belum

[kembali](#) [berikutnya](#) Kuesioner formulir

Jangan pernah mengirimkan email melalui Google Formulir.  
Kerjakan ini di alat atau alat yang didukung oleh Google. Laporan Penyalahgunaan - Perawatan Layanan - Bantuan - 02/08

Google Formulir

**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

\*Wajib

**Pertanyaan umum**

Jika memilih jawaban "tidak" atau "belum" tidak perlu melanjutkan pengisian kuesioner

Apakah anda mengetahui situs jual beli KASKUS?\*

ya mengetahui  
 tidak

[kembali](#) [berikutnya](#) Kuesioner formulir

Jangan pernah mengirimkan email melalui Google Formulir.  
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Google Formulir

**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

\*Wajib

**Karakteristik Demografis Responden**

**Nama / Instansi\***

**Usia\***

**Jenis kelamin\***

laki-laki  
 perempuan

[kembali](#) [berikutnya](#) Kuesioner formulir

**ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS**

\*Wajib

**Petunjuk pengisian**

Berikut jawaban yang kemungkinan berikut ini sesuai dengan kondisi anda, dengan cara memilih pada pilihan yang sesuai dengan kategori berikut ini:

- STB = Sangat Tidak Sesuai
- TB = Tidak Sesuai
- S = Sesuai
- SB = Sangat Sesuai

[kembali](#) [berikutnya](#) Kuesioner formulir

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Google Formulir

### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Informasional/Support

Di situs web perdagangan sosial KAGUS, seberapa sering akan menemukan teman ketika saya menambahkan bantuan?

1 2 3 4 5

Sangat Tidak Baik      Sangat Baik

Ketika saya merasa masalah, seberapa sering di situs web perdagangan sosial KAGUS akan membantu saya menemukan untuk membantu, saya menemukan masalah?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Berapa sering kali Anda merasa, seberapa sering di situs web perdagangan sosial KAGUS akan membantu saya menemukan untuk membantu, saya menemukan masalah?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

Harap kirimkan email ke: [info@kagus.com](mailto:info@kagus.com) atau hubungi kami di nomor telepon: 021-1234-5678

### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Sosial/Finance

Seberapa sering di situs web perdagangan sosial KAGUS, interaksi dengan pelanggan lain terasa enak?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Seberapa sering di situs web perdagangan sosial KAGUS, interaksi dengan pelanggan lain terasa enak?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Seberapa sering di situs web perdagangan sosial KAGUS, interaksi dengan pelanggan lain terasa enak?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Seberapa sering di situs web perdagangan sosial KAGUS, interaksi dengan pelanggan lain terasa enak?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Seberapa sering di situs web perdagangan sosial KAGUS, interaksi dengan pelanggan lain terasa enak?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

Harap kirimkan email ke: [info@kagus.com](mailto:info@kagus.com) atau hubungi kami di nomor telepon: 021-1234-5678

### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Web Quality

Situs web perdagangan sosial KAGUS memiliki fungsi yang memungkinkan pengguna memberikan tanggapan dan umpan balik yang cepat?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Situs web perdagangan sosial KAGUS menawarkan berbagai alternatif untuk memecahkan masalah saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Situs web perdagangan sosial KAGUS menyediakan fitur perhubungan antara pengguna yang mudah digunakan?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Situs web perdagangan sosial KAGUS memudahkan untuk menghubungi teman saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Situs web perdagangan sosial KAGUS memudahkan untuk memberikan informasi kepada teman-teman saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Situs web perdagangan sosial KAGUS memiliki perangkat keras dan perangkat lunak terbaru?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

Harap kirimkan email ke: [info@kagus.com](mailto:info@kagus.com) atau hubungi kami di nomor telepon: 021-1234-5678

### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Emosional/Support

Seberapa sering kali Anda merasa, seberapa sering di situs web perdagangan sosial KAGUS ada di pihak saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Seberapa sering kali Anda merasa, seberapa sering di situs web perdagangan sosial KAGUS membantu dan menyenangkan saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Ketika dihadapkan pada kesulitan, seberapa sering di situs web perdagangan sosial KAGUS mendedikasikan saya beberapa waktu pemenuhan pribadi saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Ketika dihadapkan pada kesulitan, seberapa sering di situs web perdagangan sosial KAGUS menyajikan minat dan perhatiannya pada keinginan saya?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

Harap kirimkan email ke: [info@kagus.com](mailto:info@kagus.com) atau hubungi kami di nomor telepon: 021-1234-5678

### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Flow

Imajinasi saya muncul ketika saya berinteraksi dalam situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya merasa penasaran saat berinteraksi di situs perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Interaksi di situs web perdagangan sosial KAGUS menarik?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya aktif berinteraksi di situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Sangat menyenangkan untuk berinteraksi di situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

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### ANALISIS MODEL NIAT PRILAKU KONSUMEN UNTUK SITUS E-COMMERCE TRADISIONAL PADA FORUM JUAL BELI KASKUS

Behavioral/Intention

Saya bersedia berbagi pengalaman dan saran saya ketika teman-teman saya di situs web perdagangan sosial KAGUS menanyakan cara saya dalam membeli sesuatu?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya bersedia berbagi pengalaman baik/buruk saya dengan teman-teman saya di situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya bersedia merekomendasikan produk yang layak dibeli kepada teman-teman saya di situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya akan mempertimbangkan pengalaman baik/buruk teman-teman saya di situs web perdagangan sosial KAGUS ketika saya ingin berbelanja?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya akan meminta teman-teman saya di situs web perdagangan sosial KAGUS untuk membeli saya saran-saran mereka sebelum saya pergi berbelanja?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Saya bersedia membeli produk yang direkomendasikan oleh teman-teman saya di situs web perdagangan sosial KAGUS?

1 2 3 4 5

Sangat Tidak Baik     Sangat Baik

Kembali Berlanjut Kelengkapan Formulasi

Jangan pernah mengizinkan email masuk ke akun Anda.

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**LAMPIRAN 3**  
**DATA DESKRIPTIF**

Indikator

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
DI1	1	0	4,113	4	2	5	0,891	-0,754	-0,568
DI2	2	0	4,26	4	2	5	0,844	-0,167	-0,862
DI3	3	0	4,127	4	2	5	0,843	-1,358	-0,313
DE1	4	0	4,307	5	2	5	0,848	-0,291	-0,901
DE2	5	0	4,253	4	2	5	0,81	0,428	-0,954
DE3	6	0	4,367	5	2	5	0,761	-0,055	-0,916
DE4	7	0	4,313	4	2	5	0,767	-0,673	-0,695
KS1	8	0	4,287	4	2	5	0,777	-0,435	-0,724
KS2	9	0	4,313	5	2	5	0,818	0,288	-1,009
KS3	10	0	4,153	4	2	5	0,854	-1,172	-0,431
KS4	11	0	4,253	4	2	5	0,802	-0,981	-0,571
KS5	12	0	4,053	4	1	5	0,985	0,114	-0,869
AL1	13	0	4,273	4	2	5	0,824	0,069	-0,91
AL2	14	0	4,247	4	1	5	0,894	0,621	-1,074
AL3	15	0	4,22	4	1	5	0,878	0,307	-0,924
AL4	16	0	4,22	4	2	5	0,832	0,313	-0,926
AL5	17	0	4,26	4	2	5	0,836	-0,096	-0,869
KW1	18	0	4,227	4	2	5	0,865	-0,237	-0,833
KW2	19	0	4,233	4	2	5	0,787	-0,628	-0,607
KW3	20	0	4,2	4	2	5	0,872	-0,177	-0,829
KW4	21	0	4,18	4	1	5	0,902	0,255	-0,915
KW5	22	0	4,22	4	2	5	0,848	-0,326	-0,771
KW6	23	0	4,36	5	2	5	0,751	-0,454	-0,801
NP1	24	0	4,287	4	2	5	0,786	-0,152	-0,808
NP2	25	0	4,267	4	2	5	0,838	-0,347	-0,814
NP3	26	0	4,093	4	1	5	0,912	-0,273	-0,667
NP4	27	0	4,233	5	1	5	0,955	1,18	-1,227
NP5	28	0	4,173	4	2	5	0,839	-0,608	-0,612
NP6	29	0	4,22	4	2	5	0,863	-0,239	-0,821

Indicator Correlations

	DI1	DI2	DI3	DE1	DE2	DE3	DE4	KS1	KS2	KS3	KS4	KS5	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
DI1	1,00																												
DI2	0,53	1,00																											
DI3	0,63	0,76	1,00																										
DE1	0,57	0,76	0,63	1,00																									
DE2	0,56	0,85	0,78	0,82	1,00																								
DE3	0,43	0,69	0,71	0,55	0,70	1,00																							
DE4	0,56	0,79	0,75	0,65	0,80	0,87	1,00																						
KS1	0,52	0,64	0,58	0,53	0,67	0,68	0,69	1,00																					
KS2	0,48	0,61	0,64	0,53	0,74	0,77	0,80	0,66	1,00																				
KS3	0,56	0,64	0,65	0,54	0,71	0,73	0,80	0,73	0,74	1,00																			
KS4	0,68	0,69	0,65	0,67	0,76	0,74	0,83	0,72	0,77	0,87	1,00																		
KS5	0,48	0,71	0,67	0,49	0,66	0,73	0,79	0,63	0,64	0,83	0,76	1,00																	
AL1	0,49	0,74	0,58	0,62	0,71	0,71	0,73	0,66	0,65	0,71	0,76	0,76	1,00																
AL2	0,42	0,70	0,65	0,58	0,65	0,68	0,67	0,63	0,60	0,64	0,69	0,67	0,78	1,00															
AL3	0,48	0,67	0,67	0,62	0,65	0,65	0,66	0,51	0,58	0,60	0,68	0,66	0,71	0,87	1,00														
AL4	0,50	0,70	0,64	0,58	0,71	0,65	0,74	0,57	0,64	0,68	0,75	0,76	0,79	0,73	0,73	1,00													
AL5	0,46	0,73	0,59	0,56	0,69	0,66	0,73	0,59	0,67	0,67	0,70	0,70	0,75	0,71	0,65	0,80	1,00												
KW1	0,54	0,75	0,61	0,64	0,70	0,65	0,75	0,60	0,65	0,71	0,77	0,76	0,83	0,74	0,77	0,82	0,77	1,00											
KW2	0,48	0,69	0,61	0,56	0,68	0,70	0,75	0,63	0,68	0,74	0,79	0,78	0,76	0,71	0,69	0,79	0,75	0,75	1,00										
KW3	0,52	0,73	0,66	0,66	0,71	0,69	0,75	0,60	0,69	0,68	0,75	0,73	0,80	0,74	0,74	0,79	0,73	0,80	0,80	1,00									
KW4	0,50	0,71	0,65	0,65	0,71	0,68	0,69	0,62	0,67	0,67	0,77	0,72	0,71	0,68	0,71	0,77	0,74	0,73	0,83	0,78	1,00								
KW5	0,46	0,68	0,58	0,57	0,65	0,61	0,64	0,57	0,56	0,68	0,73	0,71	0,75	0,65	0,62	0,71	0,71	0,73	0,70	0,73	0,74	1,00							
KW6	0,51	0,54	0,59	0,48	0,44	0,55	0,56	0,47	0,46	0,56	0,61	0,54	0,52	0,57	0,53	0,51	0,52	0,57	0,59	0,51	0,59	0,59	1,00						
NP1	0,47	0,65	0,60	0,58	0,68	0,66	0,69	0,60	0,64	0,73	0,75	0,70	0,67	0,61	0,61	0,65	0,71	0,68	0,73	0,70	0,76	0,80	0,61	1,00					
NP2	0,43	0,71	0,63	0,62	0,70	0,69	0,76	0,59	0,66	0,70	0,73	0,73	0,75	0,70	0,71	0,75	0,77	0,76	0,77	0,79	0,81	0,74	0,57	0,81	1,00				
NP3	0,54	0,58	0,55	0,54	0,57	0,60	0,68	0,53	0,53	0,63	0,68	0,66	0,59	0,52	0,54	0,58	0,57	0,58	0,63	0,57	0,62	0,60	0,60	0,61	0,66	1,00			
NP4	0,40	0,67	0,54	0,62	0,67	0,67	0,70	0,58	0,64	0,67	0,72	0,71	0,73	0,64	0,63	0,72	0,72	0,77	0,68	0,72	0,66	0,67	0,42	0,61	0,71	0,53	1,00		
NP5	0,81	0,60	0,62	0,60	0,60	0,49	0,61	0,55	0,54	0,60	0,70	0,55	0,56	0,47	0,48	0,56	0,54	0,60	0,56	0,55	0,57	0,56	0,58	0,57	0,53	0,58	0,49	1,00	
NP6	0,51	0,88	0,71	0,71	0,78	0,70	0,77	0,64	0,66	0,68	0,74	0,72	0,72	0,69	0,65	0,69	0,76	0,72	0,69	0,71	0,70	0,70	0,60	0,69	0,71	0,58	0,74	0,66	1,00



**LAMPIRAN 4**  
**PENGOLAHAN SEM**

Loading Factors



*Path Coefficients*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>						0,014
Dukungan Emosional						0,210
Dukungan Informasi						0,110
Kehadiran Sosial						0,166
Kualitas Web						0,499
Niat Berperilaku						

*Total Effects*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>						0,014
Dukungan Emosional						0,210
Dukungan Informasi						0,110
Kehadiran Sosial						0,166
Kualitas Web						0,499
Niat Berperilaku						



*Outer Loadings*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	<b>0,903</b>					
AL2	<b>0,906</b>					
AL3	<b>0,877</b>					
AL4	<b>0,907</b>					
AL5	<b>0,879</b>					
DE1		<b>0,838</b>				
DE2		<b>0,928</b>				
DE3		<b>0,875</b>				
DE4		<b>0,931</b>				
DI1			<b>0,796</b>			
DI2			<b>0,896</b>			
DI3			<b>0,918</b>			
KS1				<b>0,832</b>		
KS2				<b>0,855</b>		
KS3				<b>0,942</b>		
KS4				<b>0,933</b>		
KS5				<b>0,875</b>		
KW1					<b>0,885</b>	
KW2					<b>0,903</b>	
KW3					<b>0,894</b>	
KW4					<b>0,904</b>	
KW5					<b>0,868</b>	
KW6					<b>0,728</b>	

*Outer Loadings*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
NP1						0,865
NP2						0,890
NP3						0,784
NP4						0,819
NP5						0,755
NP6						0,881

*Outer Weights*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	0,233					
AL2	0,211					
AL3	0,210					
AL4	0,228					
AL5	0,236					
DE1		0,260				
DE2		0,285				
DE3		0,272				
DE4		0,300				
DI1			0,326			
DI2			0,432			
DI3			0,384			

*Outer Weights*

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
KS1				0,200		
KS2				0,211		
KS3				0,230		
KS4				0,248		
KS5				0,234		
KW1					0,199	
KW2					0,197	
KW3					0,197	
KW4					0,200	
KW5					0,197	
KW6					0,163	
NP1						0,208
NP2						0,216
NP3						0,182
NP4						0,198
NP5						0,178
NP6						0,214

*R Square*

	R Square	R Square Adjusted
Niat Berperilaku	0,895	0,892

### f Square

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>						<b>0,000</b>
Dukungan Emosional						0,058
Dukungan Informasi						0,025
Kehadiran Sosial						0,044
Kualitas Web						<b>0,291</b>
Niat Berperilaku						

### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Flow</i>	<b>0,937</b>	<b>0,939</b>	<b>0,952</b>	<b>0,800</b>
Dukungan Emosional	<b>0,916</b>	<b>0,920</b>	<b>0,941</b>	<b>0,799</b>
Dukungan Informasi	<b>0,841</b>	<b>0,860</b>	<b>0,904</b>	<b>0,760</b>
Kehadiran Sosial	<b>0,933</b>	<b>0,938</b>	<b>0,949</b>	<b>0,789</b>
Kualitas Web	<b>0,932</b>	<b>0,936</b>	<b>0,947</b>	<b>0,750</b>
Niat Berperilaku	<b>0,911</b>	<b>0,916</b>	<b>0,932</b>	<b>0,695</b>

### Discriminant Validity

#### Fornell-Larcker Criterion

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>	0,894					
Dukungan Emosional	0,829	0,894				
Dukungan Informasi	0,781	0,878	0,872			
Kehadiran Sosial	0,837	0,877	0,797	0,888		
Kualitas Web	0,915	0,838	0,803	0,870	0,866	
Niat Berperilaku	0,869	0,882	0,838	0,884	0,920	0,834

### Cross Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	0,903	0,774	0,703	0,799	0,847	0,808
AL2	0,906	0,720	0,688	0,727	0,789	0,730
AL3	0,877	0,720	0,704	0,684	0,781	0,728
AL4	0,907	0,751	0,708	0,771	0,850	0,791
AL5	0,879	0,737	0,690	0,753	0,817	0,819
DE1	0,657	0,838	0,757	0,626	0,686	0,733
DE2	0,764	0,928	0,851	0,795	0,755	0,804
DE3	0,749	0,875	0,711	0,823	0,751	0,766
DE4	0,789	0,931	0,815	0,880	0,800	0,845
DI1	0,524	0,594	0,796	0,616	0,576	0,620
DI2	0,792	0,866	0,896	0,739	0,790	0,821

Cross Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
DI3	0,698	0,804	0,918	0,719	0,711	0,730
KS1	0,664	0,720	0,667	0,832	0,676	0,697
KS2	0,704	0,798	0,665	0,855	0,719	0,736
KS3	0,740	0,782	0,709	0,942	0,780	0,800
KS4	0,802	0,842	0,771	0,933	0,855	0,862
KS5	0,795	0,751	0,720	0,875	0,818	0,814
KW1	0,878	0,768	0,734	0,791	0,885	0,824
KW2	0,826	0,757	0,688	0,820	0,903	0,814
KW3	0,849	0,788	0,739	0,779	0,894	0,816
KW4	0,810	0,764	0,716	0,777	0,904	0,827
KW5	0,771	0,690	0,664	0,737	0,868	0,816
KW6	0,593	0,566	0,624	0,599	0,728	0,673
NP1	0,729	0,732	0,664	0,773	0,826	0,865
NP2	0,823	0,776	0,692	0,769	0,859	0,890
NP3	0,627	0,673	0,634	0,685	0,692	0,784
NP4	0,771	0,746	0,625	0,749	0,760	0,819
NP5	0,586	0,643	0,761	0,664	0,654	0,755
NP6	0,788	0,828	0,820	0,774	0,795	0,881

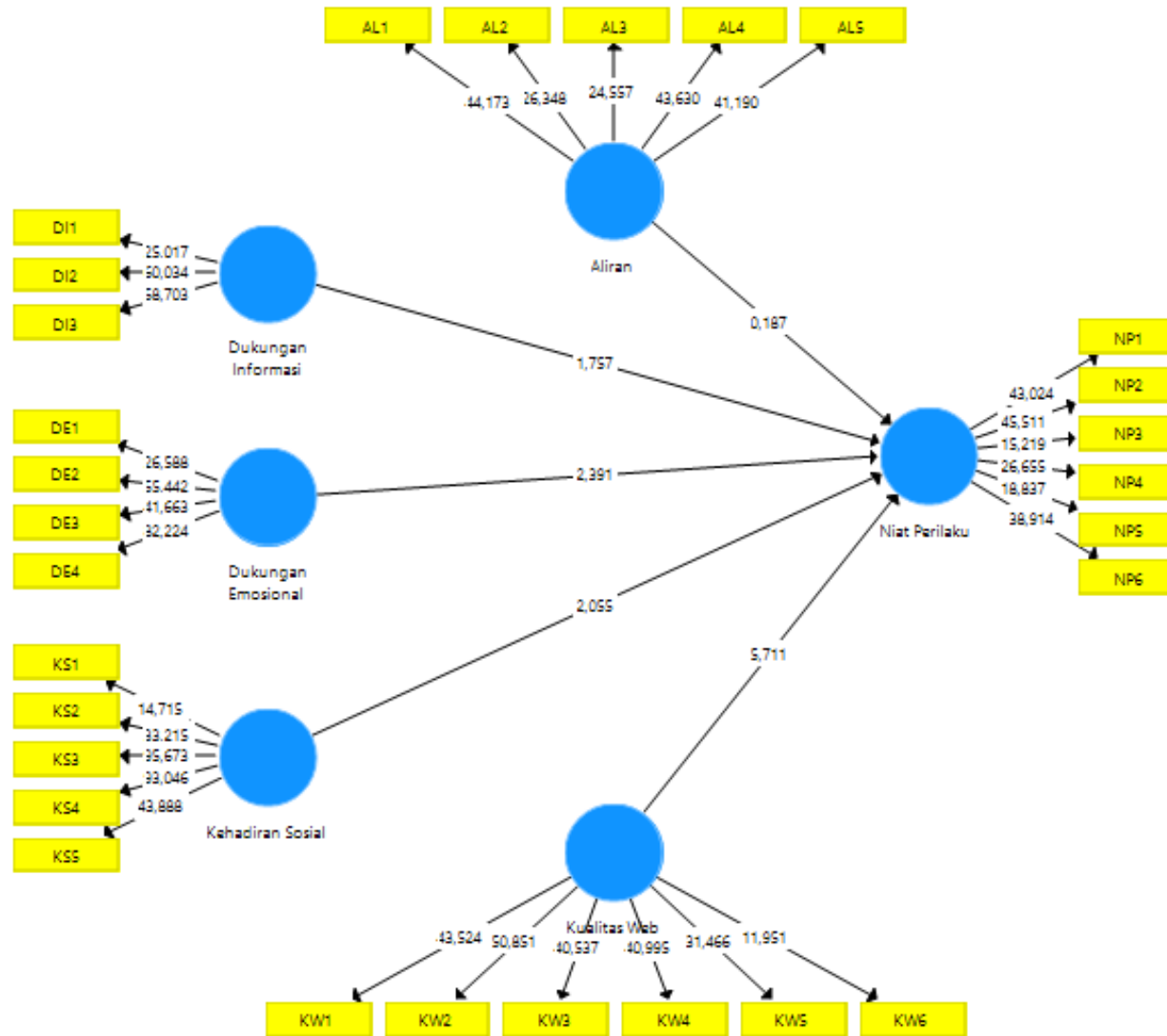
Heterotrait-Monotrait Ratio (HTMT)

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>						
Dukungan Emosional	0,893					
Dukungan Informasi	0,867	<b>0,987</b>				
Kehadiran Sosial	0,891	<b>0,946</b>	0,895			
Kualitas Web	<b>0,974</b>	<b>0,905</b>	0,899	<b>0,928</b>		
Niat Berperilaku	<b>0,934</b>	<b>0,963</b>	<b>0,952</b>	<b>0,955</b>	<b>0,996</b>	

Model\_Fit  
Fit Summary

	Saturated Model	Estimated Model
SRMR	0,059	0,059
d_ULS	1,537	1,537
d_G	1,994	1,994
Chi-Square	1386,439	1386,439
NFI	0,758	0,758

*Bootstrapping*





### Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	0,070	0,203	<b>0,839</b>
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,085	2,471	<b>0,014</b>
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,060	1,813	<b>0,070</b>
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,084	1,979	<b>0,048</b>
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,084	5,917	<b>0,000</b>

### Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	-0,114	0,152
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,025	0,364
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	-0,008	0,224
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,006	0,333
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,328	0,646

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	0,001	-0,114	0,156
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	-0,010	0,044	0,369
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,002	-0,011	0,222
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,007	-0,013	0,315
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,001	0,321	0,643

Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	0,070	0,203	<b>0,839</b>
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,085	2,471	<b>0,014</b>
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,060	1,813	<b>0,070</b>
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,084	1,979	<b>0,048</b>
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,084	5,917	<b>0,000</b>

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	-0,114	0,152
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,025	0,364
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Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,006	0,333
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,328	0,646

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
<i>Flow</i> -> Niat Berperilaku	0,014	0,015	0,001	-0,114	0,156
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	-0,010	0,044	0,369
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,002	-0,011	0,222
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,007	-0,013	0,315
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,001	0,321	0,643

### Outer Loadings

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
AL1 <- Flow	0,903	0,903	0,019	47,622	0,000
AL2 <- Flow	0,906	0,904	0,033	27,139	0,000
AL3 <- Flow	0,877	0,874	0,035	25,060	0,000
AL4 <- Flow	0,907	0,907	0,019	47,281	0,000
AL5 <- Flow	0,879	0,879	0,021	42,275	0,000
DE1 <- Dukungan Emosional	0,838	0,836	0,029	29,087	0,000
DE2 <- Dukungan Emosional	0,928	0,927	0,016	56,459	0,000
DE3 <- Dukungan Emosional	0,875	0,876	0,020	43,181	0,000
DE4 <- Dukungan Emosional	0,931	0,932	0,011	86,764	0,000
DI1 <- Dukungan Informasi	0,796	0,796	0,032	24,912	0,000
DI2 <- Dukungan Informasi	0,896	0,896	0,017	54,321	0,000
DI3 <- Dukungan Informasi	0,918	0,918	0,015	62,590	0,000
KS1 <- Kehadiran Sosial	0,832	0,830	0,056	14,883	0,000
KS2 <- Kehadiran Sosial	0,855	0,856	0,025	33,968	0,000
KS3 <- Kehadiran Sosial	0,942	0,942	0,010	93,428	0,000
KS4 <- Kehadiran Sosial	0,933	0,933	0,010	95,214	0,000
KS5 <- Kehadiran Sosial	0,875	0,876	0,020	44,639	0,000
KW1 <- Kualitas Web	0,885	0,885	0,018	49,106	0,000
KW2 <- Kualitas Web	0,903	0,903	0,017	52,303	0,000

### Outer Loadings

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
KW3 <- Kualitas Web	0,894	0,892	0,024	37,284	0,000
KW4 <- Kualitas Web	0,904	0,905	0,020	44,516	0,000
KW5 <- Kualitas Web	0,868	0,869	0,025	34,830	0,000
KW6 <- Kualitas Web	0,728	0,727	0,064	11,429	0,000
NP1 <- Niat Berperilaku	0,865	0,865	0,020	42,799	0,000
NP2 <- Niat Berperilaku	0,890	0,890	0,019	46,407	0,000
NP3 <- Niat Berperilaku	0,784	0,785	0,053	14,742	0,000
NP4 <- Niat Berperilaku	0,819	0,818	0,030	27,664	0,000
NP5 <- Niat Berperilaku	0,755	0,756	0,041	18,590	0,000
NP6 <- Niat Berperilaku	0,881	0,882	0,023	38,567	0,000

### Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
AL1 <- Flow	0,903	0,903	0,860	0,937
AL2 <- Flow	0,906	0,904	0,823	0,952
AL3 <- Flow	0,877	0,874	0,796	0,931
AL4 <- Flow	0,907	0,907	0,861	0,939
AL5 <- Flow	0,879	0,879	0,835	0,916
DE1 <- Dukungan Emosional	0,838	0,836	0,777	0,884
DE2 <- Dukungan Emosional	0,928	0,927	0,891	0,956

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
DE3 <- Dukungan Emosional	0,875	0,876	0,838	0,915
DE4 <- Dukungan Emosional	0,931	0,932	0,910	0,953
DI1 <- Dukungan Informasi	0,796	0,796	0,721	0,851
DI2 <- Dukungan Informasi	0,896	0,896	0,861	0,924
DI3 <- Dukungan Informasi	0,918	0,918	0,887	0,944
KS1 <- Kehadiran Sosial	0,832	0,830	0,705	0,918
KS2 <- Kehadiran Sosial	0,855	0,856	0,803	0,902
KS3 <- Kehadiran Sosial	0,942	0,942	0,919	0,960
KS4 <- Kehadiran Sosial	0,933	0,933	0,912	0,952
KS5 <- Kehadiran Sosial	0,875	0,876	0,833	0,910
KW1 <- Kualitas Web	0,885	0,885	0,844	0,914
KW2 <- Kualitas Web	0,903	0,903	0,865	0,933
KW3 <- Kualitas Web	0,894	0,892	0,841	0,936
KW4 <- Kualitas Web	0,904	0,905	0,858	0,937
KW5 <- Kualitas Web	0,868	0,869	0,812	0,912
KW6 <- Kualitas Web	0,728	0,727	0,603	0,833
NP1 <- Niat Berperilaku	0,865	0,865	0,823	0,904
NP2 <- Niat Berperilaku	0,890	0,890	0,847	0,922
NP3 <- Niat Berperilaku	0,784	0,785	0,658	0,862
NP4 <- Niat Berperilaku	0,819	0,818	0,757	0,869
NP5 <- Niat Berperilaku	0,755	0,756	0,666	0,830
NP6 <- Niat Berperilaku	0,881	0,882	0,836	0,924

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
AL1 <- Flow	0,903	0,903	0,000	0,855	0,934
AL2 <- Flow	0,906	0,904	-0,002	0,821	0,950
AL3 <- Flow	0,877	0,874	-0,003	0,796	0,931
AL4 <- Flow	0,907	0,907	0,000	0,856	0,937
AL5 <- Flow	0,879	0,879	0,000	0,835	0,916
DE1 <- Dukungan Emosional	0,838	0,836	-0,002	0,777	0,884
DE2 <- Dukungan Emosional	0,928	0,927	-0,001	0,892	0,957
DE3 <- Dukungan Emosional	0,875	0,876	0,001	0,836	0,913
DE4 <- Dukungan Emosional	0,931	0,932	0,001	0,908	0,951
DI1 <- Dukungan Informasi	0,796	0,796	0,000	0,720	0,847
DI2 <- Dukungan Informasi	0,896	0,896	0,000	0,857	0,923
DI3 <- Dukungan Informasi	0,918	0,918	0,000	0,885	0,943
KS1 <- Kehadiran Sosial	0,832	0,830	-0,002	0,697	0,917
KS2 <- Kehadiran Sosial	0,855	0,856	0,000	0,801	0,900
KS3 <- Kehadiran Sosial	0,942	0,942	0,000	0,917	0,958
KS4 <- Kehadiran Sosial	0,933	0,933	0,000	0,912	0,951
KS5 <- Kehadiran Sosial	0,875	0,876	0,001	0,826	0,906
KW1 <- Kualitas Web	0,885	0,885	0,000	0,842	0,912
KW2 <- Kualitas Web	0,903	0,903	-0,001	0,865	0,933
KW3 <- Kualitas Web	0,894	0,892	-0,001	0,840	0,934

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
KW4 <- Kualitas Web	0,904	0,905	0,002	0,854	0,935
KW5 <- Kualitas Web	0,868	0,869	0,001	0,804	0,907
KW6 <- Kualitas Web	0,728	0,727	-0,001	0,603	0,833
NP1 <- Niat Berperilaku	0,865	0,865	0,000	0,817	0,899
NP2 <- Niat Berperilaku	0,890	0,890	0,000	0,844	0,919
NP3 <- Niat Berperilaku	0,784	0,785	0,001	0,638	0,855
NP4 <- Niat Berperilaku	0,819	0,818	-0,001	0,750	0,866
NP5 <- Niat Berperilaku	0,755	0,756	0,001	0,664	0,825
NP6 <- Niat Berperilaku	0,881	0,882	0,001	0,831	0,920

Outer Weights

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
AL1 <- Flow	0,233	0,234	0,014	16,622	0,000
AL2 <- Flow	0,211	0,210	0,010	21,289	0,000
AL3 <- Flow	0,210	0,210	0,010	20,507	0,000
AL4 <- Flow	0,228	0,228	0,013	17,366	0,000
AL5 <- Flow	0,236	0,236	0,013	17,761	0,000
DE1 <- Dukungan Emosional	0,260	0,259	0,010	26,225	0,000
DE2 <- Dukungan Emosional	0,285	0,285	0,007	38,858	0,000
DE3 <- Dukungan Emosional	0,272	0,272	0,010	27,817	0,000



### Outer Weights

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
DE4 <- Dukungan Emosional	0,300	0,301	0,011	26,521	<b>0,000</b>
DI1 <- Dukungan Informasi	0,326	0,327	0,021	15,912	<b>0,000</b>
DI2 <- Dukungan Informasi	0,432	0,431	0,019	22,810	<b>0,000</b>
DI3 <- Dukungan Informasi	0,384	0,385	0,012	30,975	<b>0,000</b>
KS1 <- Kehadiran Sosial	0,200	0,199	0,012	16,137	<b>0,000</b>
KS2 <- Kehadiran Sosial	0,211	0,212	0,011	19,397	<b>0,000</b>
KS3 <- Kehadiran Sosial	0,230	0,230	0,008	29,303	<b>0,000</b>
KS4 <- Kehadiran Sosial	0,248	0,248	0,009	26,523	<b>0,000</b>
KS5 <- Kehadiran Sosial	0,234	0,234	0,010	22,843	<b>0,000</b>
KW1 <- Kualitas Web	0,199	0,199	0,008	26,523	<b>0,000</b>
KW2 <- Kualitas Web	0,197	0,196	0,006	32,488	<b>0,000</b>
KW3 <- Kualitas Web	0,197	0,196	0,008	25,228	<b>0,000</b>
KW4 <- Kualitas Web	0,200	0,200	0,006	31,264	<b>0,000</b>
KW5 <- Kualitas Web	0,197	0,197	0,007	28,466	<b>0,000</b>
KW6 <- Kualitas Web	0,163	0,162	0,015	10,793	<b>0,000</b>
NP1 <- Niat Berperilaku	0,208	0,208	0,007	27,930	<b>0,000</b>
NP2 <- Niat Berperilaku	0,216	0,216	0,008	26,107	<b>0,000</b>
NP3 <- Niat Berperilaku	0,182	0,182	0,013	14,292	<b>0,000</b>
NP4 <- Niat Berperilaku	0,198	0,197	0,010	20,508	<b>0,000</b>
NP5 <- Niat Berperilaku	0,178	0,178	0,011	16,560	<b>0,000</b>
NP6 <- Niat Berperilaku	0,214	0,214	0,009	24,168	<b>0,000</b>

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
AL1 <- Flow	0,233	0,234	0,211	0,267
AL2 <- Flow	0,211	0,210	0,188	0,226
AL3 <- Flow	0,210	0,210	0,187	0,228
AL4 <- Flow	0,228	0,228	0,207	0,255
AL5 <- Flow	0,236	0,236	0,214	0,267
DE1 <- Dukungan Emosional	0,260	0,259	0,239	0,276
DE2 <- Dukungan Emosional	0,285	0,285	0,272	0,301
DE3 <- Dukungan Emosional	0,272	0,272	0,253	0,291
DE4 <- Dukungan Emosional	0,300	0,301	0,279	0,325
DI1 <- Dukungan Informasi	0,326	0,327	0,285	0,365
DI2 <- Dukungan Informasi	0,432	0,431	0,394	0,469
DI3 <- Dukungan Informasi	0,384	0,385	0,363	0,410
KS1 <- Kehadiran Sosial	0,200	0,199	0,173	0,221
KS2 <- Kehadiran Sosial	0,211	0,212	0,191	0,235
KS3 <- Kehadiran Sosial	0,230	0,230	0,216	0,246
KS4 <- Kehadiran Sosial	0,248	0,248	0,232	0,271
KS5 <- Kehadiran Sosial	0,234	0,234	0,214	0,257
KW1 <- Kualitas Web	0,199	0,199	0,184	0,215
KW2 <- Kualitas Web	0,197	0,196	0,184	0,208
KW3 <- Kualitas Web	0,197	0,196	0,181	0,212

Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
<b>KW4 &lt;- Kualitas Web</b>	0,200	0,200	0,189	0,213
<b>KW5 &lt;- Kualitas Web</b>	0,197	0,197	0,184	0,210
<b>KW6 &lt;- Kualitas Web</b>	0,163	0,162	0,132	0,189
<b>NP1 &lt;- Niat Berperilaku</b>	0,208	0,208	0,195	0,223
<b>NP2 &lt;- Niat Berperilaku</b>	0,216	0,216	0,200	0,232
<b>NP3 &lt;- Niat Berperilaku</b>	0,182	0,182	0,153	0,203
<b>NP4 &lt;- Niat Berperilaku</b>	0,198	0,197	0,179	0,216
<b>NP5 &lt;- Niat Berperilaku</b>	0,178	0,178	0,156	0,198
<b>NP6 &lt;- Niat Berperilaku</b>	0,214	0,214	0,199	0,233

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
<b>AL1 &lt;- Flow</b>	0,233	0,234	0,001	0,213	0,269
<b>AL2 &lt;- Flow</b>	0,211	0,210	0,000	0,187	0,225
<b>AL3 &lt;- Flow</b>	0,210	0,210	0,000	0,185	0,227
<b>AL4 &lt;- Flow</b>	0,228	0,228	0,000	0,208	0,258
<b>AL5 &lt;- Flow</b>	0,236	0,236	0,000	0,216	0,268
<b>DE1 &lt;- Dukungan Emosional</b>	0,260	0,259	-0,001	0,241	0,280
<b>DE2 &lt;- Dukungan Emosional</b>	0,285	0,285	0,000	0,273	0,302
<b>DE3 &lt;- Dukungan Emosional</b>	0,272	0,272	0,001	0,253	0,290
<b>DE4 &lt;- Dukungan Emosional</b>	0,300	0,301	0,001	0,279	0,324

Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
DI1 <- Dukungan Informasi	0,326	0,327	0,000	0,282	0,363
DI2 <- Dukungan Informasi	0,432	0,431	-0,001	0,400	0,474
DI3 <- Dukungan Informasi	0,384	0,385	0,001	0,361	0,409
KS1 <- Kehadiran Sosial	0,200	0,199	-0,001	0,173	0,221
KS2 <- Kehadiran Sosial	0,211	0,212	0,000	0,191	0,235
KS3 <- Kehadiran Sosial	0,230	0,230	0,000	0,216	0,246
KS4 <- Kehadiran Sosial	0,248	0,248	0,000	0,232	0,271
KS5 <- Kehadiran Sosial	0,234	0,234	0,000	0,217	0,258
KW1 <- Kualitas Web	0,199	0,199	0,000	0,187	0,216
KW2 <- Kualitas Web	0,197	0,196	0,000	0,184	0,208
KW3 <- Kualitas Web	0,197	0,196	-0,001	0,183	0,213
KW4 <- Kualitas Web	0,200	0,200	0,000	0,188	0,212
KW5 <- Kualitas Web	0,197	0,197	0,000	0,183	0,209
KW6 <- Kualitas Web	0,163	0,162	0,000	0,130	0,189
NP1 <- Niat Berperilaku	0,208	0,208	0,000	0,196	0,225
NP2 <- Niat Berperilaku	0,216	0,216	-0,001	0,202	0,233
NP3 <- Niat Berperilaku	0,182	0,182	0,000	0,150	0,202
NP4 <- Niat Berperilaku	0,198	0,197	-0,001	0,182	0,218
NP5 <- Niat Berperilaku	0,178	0,178	0,000	0,155	0,197
NP6 <- Niat Berperilaku	0,214	0,214	0,000	0,200	0,234



**LAMPIRAN 5**

**KUESIONER ASLI**

## Appendix A: Measurement Scales

Construct, code and items	Type of scale	Source
<p><b>Informational Support</b>                      IS1: On the social commerce website, some people would offer suggestions when I needed help.                      IS2: When I encountered a problem, some people on the social commerce website would give me information to help me overcome the problem.                      IS3: When faced with difficulties, some people on the social commerce website would help me discover the cause and provide me with suggestions.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p><b>Emotional Support</b>                      ES1: When faced with difficulties, some people on the social commerce website are on my side.                      ES2: When faced with difficulties, some people on the social commerce website comforted and encouraged me.                      ES3: When faced with difficulties, some people on the social commerce website listened to me talk about my private feelings.                      ES4: When faced with difficulties, some people on the social commerce website expressed interest and concern in my well-being.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p><b>Social Presence</b>                      SP1. When surfing the social commerce website, the interaction with the other customers is personal.                      SP2. When surfing the social commerce website, the interaction with the other customers is warm.                      SP3. When surfing the social commerce website, the interaction with the other customers is close.                      SP4. When surfing the social commerce website, the interaction with the other customers is humanising.                      SP5. When surfing the social commerce website, the interaction with the other customers is emotional.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[59]
<p><b>Flow</b>                      F1. My imagination is aroused when I interact within the social commerce website.                      F2. I feel curious when interacting on the social commerce website.                      F3. The interaction on the social commerce website is interesting.                      F4. I am absorbed in the interactions on the social commerce website.                      F5. It is fun to interact on the social commerce website.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[59]
<p><b>Web Quality</b>                      WQ1: The social commerce website has a function that allows users to provide quick responses and feedback.                      WQ2: The social commerce website offers me a variety of alternatives for solving my problems.                      WQ3: The social commerce website provides a friendly user interface.                      WQ4: The social commerce website makes it easy to contact my friends.                      WQ5: The social commerce website makes it easy to provide information to my friends.                      WQ6: The social commerce website has up-to-date hardware and software.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p><b>Social Commerce Intention</b>                      SCI1: I am willing to share my experiences and suggestions when my friends on the social commerce website want my advice on buying something.                      SCI2: I am willing to share my own shopping experience with my friends on the social commerce website.                      SCI3: I am willing to recommend a product that is worth buying to my friends on the social commerce website.                      SCI4: I will consider the shopping experiences of my friends on the social commerce website when I want to shop.                      SCI5: I will ask my friends on the social commerce website to provide me with their suggestions before I go shopping.                      SCI6: I am willing to buy the products recommended by my friends on the social commerce website.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]



**LAMPIRAN 6**  
**DATA RESPONDEN**

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/12/2021 18.51.47	1	ya, mengetahui			Johan	23	laki-laki
8/12/2021 18.58.54	2	ya, mengetahui			Rena	22	perempuan
8/15/2021 22.43.25	3	tidak					
8/15/2021 22.43.45	4	ya, mengetahui	belum				
8/15/2021 22.44.03	5	ya, mengetahui	ya, pernah	tidak			
8/16/2021 21.42.02	6	ya, mengetahui	ya, pernah	ya, pernah	Christian	23	laki-laki
8/24/2021 10.26.28	7	ya, mengetahui	ya, pernah	ya, pernah	Ijunt	23	laki-laki
8/24/2021 10.28.58	8	ya, mengetahui	ya, pernah	ya, pernah	Didik	23	laki-laki
8/24/2021 10.30.42	9	ya, mengetahui	ya, pernah	ya, pernah	Z	22	laki-laki
8/24/2021 10.33.11	10	ya, mengetahui	ya, pernah	ya, pernah	Alvi	17	laki-laki
8/24/2021 11.26.55	11	ya, mengetahui	belum				
8/24/2021 11.28.35	12	ya, mengetahui	belum				
8/24/2021 11.28.55	13	ya, mengetahui	belum				
8/24/2021 11.32.31	14	ya, mengetahui	ya, pernah	tidak			
8/24/2021 11.33.18	15	ya, mengetahui	belum				
8/24/2021 11.33.30	16	ya, mengetahui	belum				
8/24/2021 11.33.41	17	tidak					



Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/24/2021 11.34.17	18	tidak					
8/24/2021 11.36.50	19	ya, mengetahui	ya, pernah	ya, pernah	Intan sabila	19 tahun	perempuan
8/24/2021 11.44.06	20	ya, mengetahui	ya, pernah	ya, pernah	sabila	22 thn	perempuan
8/24/2021 11.48.51	21	ya, mengetahui	ya, pernah	ya, pernah	billa	22thn	perempuan
8/24/2021 11.53.09	22	ya, mengetahui	ya, pernah	ya, pernah	Siska	22	perempuan
8/24/2021 12.00.37	23	ya, mengetahui	ya, pernah	ya, pernah	Audian	25	perempuan
8/24/2021 12.39.09	24	ya, mengetahui	belum				
8/24/2021 12.39.17	25	ya, mengetahui	ya, pernah	ya, pernah	Nastr	23	perempuan
8/24/2021 14.01.47	26	ya, mengetahui	belum				
8/24/2021 20.06.16	27	ya, mengetahui	ya, pernah	ya, pernah	Fadhila Maghfirah	19	perempuan
8/24/2021 20.36.14	28	ya, mengetahui	belum				
8/24/2021 21.21.14	29	ya, mengetahui	belum				
8/25/2021 8.04.31	30	ya, mengetahui	ya, pernah	tidak			
8/25/2021 19.56.45	31	ya, mengetahui	ya, pernah	ya, pernah	Dionisius	24	laki-laki
8/25/2021 21.03.55	32	ya, mengetahui	ya, pernah	ya, pernah	-	24	perempuan
8/25/2021 21.16.05	33	ya, mengetahui	ya, pernah	ya, pernah	Ice	24	perempuan

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/28/2021 22.23.51	34	ya, mengetahui	ya, pernah	ya, pernah	Mei	20 tahun	perempuan
8/29/2021 14.07.37	35	ya, mengetahui	ya, pernah	ya, pernah	Franz	28	laki-laki
8/29/2021 14.08.38	36	ya, mengetahui	ya, pernah	ya, pernah	Nieel	20	laki-laki
8/29/2021 14.37.57	37	ya, mengetahui	ya, pernah	ya, pernah	Run77	22	laki-laki
8/29/2021 14.39.13	38	ya, mengetahui	ya, pernah	ya, pernah	Kaka boas	28	laki-laki
8/29/2021 14.40.22	39	ya, mengetahui	ya, pernah	ya, pernah	Ayaa	19	perempuan
8/29/2021 14.42.04	40	ya, mengetahui	ya, pernah	ya, pernah	Millyani	20	perempuan
8/29/2021 14.43.35	41	ya, mengetahui	ya, pernah	ya, pernah	Agung	25	laki-laki
8/29/2021 14.45.32	42	ya, mengetahui	ya, pernah	ya, pernah	Jj	21	laki-laki
8/29/2021 14.47.29	43	ya, mengetahui	ya, pernah	ya, pernah	Bang jol	26	laki-laki
8/29/2021 14.48.50	44	ya, mengetahui	ya, pernah	ya, pernah	Brett	23	laki-laki
8/29/2021 14.50.24	45	ya, mengetahui	ya, pernah	ya, pernah	Hh	21	perempuan
8/29/2021 14.52.31	46	ya, mengetahui	ya, pernah	ya, pernah	G	22	laki-laki
8/29/2021 14.55.14	47	ya, mengetahui	ya, pernah	ya, pernah	R	19	perempuan
8/29/2021 14.58.13	48	ya, mengetahui	ya, pernah	ya, pernah	L	25	laki-laki
8/29/2021 17.14.33	49	ya, mengetahui	belum				

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/29/2021 23.21.50	50	ya, mengetahui	belum				
8/29/2021 23.24.25	51	ya, mengetahui	ya, pernah	ya, pernah	KK	20	laki-laki
8/30/2021 9.51.06	52	ya, mengetahui	ya, pernah	ya, pernah	Roy	22	laki-laki
8/30/2021 9.52.30	53	ya, mengetahui	ya, pernah	ya, pernah	Risma	23	perempuan
8/30/2021 15.43.45	54	ya, mengetahui	ya, pernah	ya, pernah	Titt Ginting	23	laki-laki
8/30/2021 15.46.49	55	ya, mengetahui	belum				
8/30/2021 15.47.21	56	ya, mengetahui	ya, pernah	ya, pernah	Samuel	21	laki-laki
8/30/2021 15.49.26	57	ya, mengetahui	ya, pernah	ya, pernah	Amsal	21	laki-laki
8/30/2021 16.36.57	58	ya, mengetahui	ya, pernah	ya, pernah	Liia	20	perempuan
8/30/2021 16.38.33	59	ya, mengetahui	ya, pernah	ya, pernah	Ysuk	21	laki-laki
8/30/2021 16.39.52	60	ya, mengetahui	ya, pernah	ya, pernah	Vv	26	perempuan
8/30/2021 16.41.25	61	ya, mengetahui	ya, pernah	ya, pernah	Sandro	23	laki-laki
8/30/2021 16.43.19	62	ya, mengetahui	ya, pernah	ya, pernah	Hshs	23	laki-laki
8/30/2021 16.50.31	63	ya, mengetahui	ya, pernah	ya, pernah	Sisil	20	perempuan
8/30/2021 16.50.32	64	ya, mengetahui	ya, pernah	ya, pernah	Jxis	26	laki-laki
8/30/2021 16.52.40	65	ya, mengetahui	ya, pernah	ya, pernah	Alya	22	perempuan

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/30/2021 16.54.42	66	ya, mengetahui	ya, pernah	ya, pernah	Layla	23	perempuan
8/30/2021 16.56.31	67	ya, mengetahui	ya, pernah	ya, pernah	Adel	23	perempuan
8/30/2021 16.58.10	68	ya, mengetahui	ya, pernah	ya, pernah	Aisyah	22	perempuan
8/30/2021 17.00.09	69	ya, mengetahui	ya, pernah	ya, pernah	Nana	24	perempuan
8/30/2021 17.01.56	70	ya, mengetahui	ya, pernah	ya, pernah	Lili	23	perempuan
8/30/2021 17.04.18	71	ya, mengetahui	ya, pernah	ya, pernah	Loki	23	laki-laki
8/30/2021 17.04.58	72	ya, mengetahui	ya, pernah	ya, pernah	vee	21	perempuan
8/30/2021 17.06.04	73	ya, mengetahui	ya, pernah	ya, pernah	Lesti	24	perempuan
8/30/2021 17.07.54	74	ya, mengetahui	ya, pernah	ya, pernah	Amel	22	perempuan
8/30/2021 17.10.50	75	ya, mengetahui	ya, pernah	ya, pernah	Anisa	23	perempuan
8/30/2021 17.13.01	76	ya, mengetahui	ya, pernah	ya, pernah	marpuah	20	perempuan
8/30/2021 17.13.03	77	ya, mengetahui	ya, pernah	ya, pernah	Jasmin	24	perempuan
8/30/2021 17.14.23	78	ya, mengetahui	ya, pernah	ya, pernah	tarno	21	laki-laki
8/30/2021 17.14.44	79	ya, mengetahui	ya, pernah	ya, pernah	Galih	24	laki-laki
8/30/2021 17.15.08	80	ya, mengetahui	ya, pernah	ya, pernah	Toto	22	laki-laki
8/30/2021 17.16.07	81	ya, mengetahui	ya, pernah	ya, pernah	Dd	22	laki-laki

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/30/2021 17.16.18	82	ya, mengetahui	ya, pernah	ya, pernah	Bram	27	laki-laki
8/30/2021 17.16.31	83	ya, mengetahui	ya, pernah	ya, pernah	rohman	22	laki-laki
8/30/2021 17.17.01	84	tidak					
8/30/2021 17.17.15	85	ya, mengetahui	ya, pernah	ya, pernah	S	23	laki-laki
8/30/2021 17.17.47	86	ya, mengetahui	ya, pernah	ya, pernah	ridho	23	laki-laki
8/30/2021 17.18.02	87	ya, mengetahui	ya, pernah	ya, pernah	Axel	25	laki-laki
8/30/2021 17.18.10	88	ya, mengetahui	ya, pernah	ya, pernah	Usussh	23	laki-laki
8/30/2021 17.19.06	89	ya, mengetahui	ya, pernah	ya, pernah	eko	22	laki-laki
8/30/2021 17.19.08	90	ya, mengetahui	ya, pernah	ya, pernah	P	23	laki-laki
8/30/2021 17.19.33	91	ya, mengetahui	ya, pernah	ya, pernah	Jimmy	23	laki-laki
8/30/2021 17.20.03	92	ya, mengetahui	ya, pernah	ya, pernah	Hshs	23	laki-laki
8/30/2021 17.21.03	93	ya, mengetahui	ya, pernah	ya, pernah	Syakila	22	perempuan
8/30/2021 17.21.10	94	ya, mengetahui	ya, pernah	ya, pernah	Hs	23	laki-laki
8/30/2021 17.21.44	95	ya, mengetahui	ya, pernah	ya, pernah	adam	23	laki-laki
8/30/2021 17.22.10	96	ya, mengetahui	ya, pernah	ya, pernah	Dh	23	laki-laki
8/30/2021 17.23.01	97	ya, mengetahui	ya, pernah	ya, pernah	Mukh	22	laki-laki

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/30/2021 17.23.12	98	ya, mengetahui	ya, pernah	ya, pernah	Js	22	laki-laki
8/30/2021 17.23.18	99	ya, mengetahui	ya, pernah	ya, pernah	Silfi	23	perempuan
8/30/2021 17.24.05	100	ya, mengetahui	ya, pernah	ya, pernah	Ud	22	laki-laki
8/30/2021 17.24.06	101	ya, mengetahui	ya, pernah	ya, pernah	beng	23	laki-laki
8/30/2021 17.24.57	102	ya, mengetahui	ya, pernah	ya, pernah	Izro	26	laki-laki
8/30/2021 17.25.40	103	ya, mengetahui	ya, pernah	ya, pernah	joko	24	laki-laki
8/30/2021 17.26.55	104	ya, mengetahui	ya, pernah	ya, pernah	anas	30	laki-laki
8/30/2021 17.28.11	105	ya, mengetahui	ya, pernah	ya, pernah	nur	25	laki-laki
8/30/2021 18.12.57	106	ya, mengetahui	ya, pernah	ya, pernah	Dell	20	perempuan
8/31/2021 12.43.16	107	ya, mengetahui	ya, pernah	ya, pernah	Kue	20	perempuan
8/31/2021 12.45.22	108	ya, mengetahui	ya, pernah	ya, pernah	Adel	21	perempuan
8/31/2021 12.47.12	109	ya, mengetahui	ya, pernah	ya, pernah	Uta	25	laki-laki
8/31/2021 12.54.47	110	ya, mengetahui	ya, pernah	ya, pernah	Oki	25	laki-laki
8/31/2021 12.56.23	111	ya, mengetahui	ya, pernah	ya, pernah	NASTAR	23	perempuan
8/31/2021 12.57.58	112	ya, mengetahui	ya, pernah	ya, pernah	Izzro	24	laki-laki
8/31/2021 12.59.34	113	ya, mengetahui	ya, pernah	ya, pernah	Nesi	19	perempuan

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
8/31/2021 13.01.04	114	ya, mengetahui	ya, pernah	ya, pernah	Rama	23	laki-laki
8/31/2021 13.02.57	115	ya, mengetahui	ya, pernah	ya, pernah	Miegu	19	perempuan
8/31/2021 13.04.32	116	ya, mengetahui	ya, pernah	ya, pernah	Haru	22	perempuan
8/31/2021 13.05.59	117	ya, mengetahui	ya, pernah	ya, pernah	Adi	18	laki-laki
8/31/2021 14.53.44	118	ya, mengetahui	ya, pernah	ya, pernah	K	21	laki-laki
8/31/2021 14.55.21	119	ya, mengetahui	ya, pernah	ya, pernah	V	22	laki-laki
8/31/2021 20.05.02	120	ya, mengetahui	ya, pernah	ya, pernah	T	21	laki-laki
8/31/2021 20.07.51	121	ya, mengetahui	ya, pernah	ya, pernah	R	23	laki-laki
9/1/2021 11.02.21	122	ya, mengetahui	ya, pernah	ya, pernah	Y	22	laki-laki
9/1/2021 11.03.29	123	ya, mengetahui	ya, pernah	ya, pernah	Rop	25	laki-laki
9/1/2021 11.04.37	124	ya, mengetahui	ya, pernah	ya, pernah	Hb	22	laki-laki
9/1/2021 11.06.12	125	ya, mengetahui	ya, pernah	ya, pernah	26	Hh	laki-laki
9/1/2021 11.09.17	126	ya, mengetahui	ya, pernah	ya, pernah	Ggh	23	laki-laki
9/1/2021 11.10.23	127	ya, mengetahui	ya, pernah	ya, pernah	Ds	24	perempuan
9/1/2021 11.17.06	128	ya, mengetahui	ya, pernah	ya, pernah	Cin	24	perempuan
9/1/2021 11.18.20	129	ya, mengetahui	ya, pernah	ya, pernah	Fand	23	laki-laki

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
9/1/2021 11.21.16	130	ya, mengetahui	ya, pernah	ya, pernah	Lia	20	perempuan
9/1/2021 11.23.40	131	ya, mengetahui	ya, pernah	ya, pernah	Tu	24	laki-laki
9/1/2021 11.27.44	132	tidak					
9/1/2021 11.28.41	133	ya, mengetahui	ya, pernah	ya, pernah	Kyy	24	laki-laki
9/1/2021 11.36.05	134	ya, mengetahui	ya, pernah	ya, pernah	55hy	24	laki-laki
9/1/2021 11.37.29	135	ya, mengetahui	ya, pernah	ya, pernah	Joo	24	laki-laki
9/1/2021 11.38.54	136	ya, mengetahui	ya, pernah	ya, pernah	24	24	laki-laki
9/1/2021 11.59.04	137	tidak					
9/1/2021 12.04.07	138	ya, mengetahui	ya, pernah	ya, pernah	Sri	22	perempuan
9/1/2021 12.06.28	139	ya, mengetahui	ya, pernah	ya, pernah	NOVIA PUSPITA DEWI	23	perempuan
9/1/2021 12.08.39	140	ya, mengetahui	ya, pernah	ya, pernah	Pera Tri Nanda	23	perempuan
9/1/2021 12.11.00	141	ya, mengetahui	ya, pernah	ya, pernah	Hardianti	24	perempuan
9/1/2021 12.12.52	142	ya, mengetahui	ya, pernah	ya, pernah	SINTIA	24	perempuan
9/1/2021 18.14.05	143	ya, mengetahui	belum				
9/1/2021 18.26.57	144	ya, mengetahui	ya, pernah	ya, pernah	Gege	24	laki-laki
9/1/2021 18.27.51	145	ya, mengetahui	ya, pernah	ya, pernah	Siska	22	perempuan
9/1/2021 18.29.34	146	ya, mengetahui	ya, pernah	ya, pernah	Reza	23	laki-laki



Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
9/1/2021 18.31.26	147	ya, mengetahui	ya, pernah	ya, pernah	Ani	21	perempuan
9/1/2021 18.33.05	148	ya, mengetahui	ya, pernah	ya, pernah	Samsul	24	laki-laki
9/1/2021 18.34.54	149	ya, mengetahui	ya, pernah	ya, pernah	Zahra	23	perempuan
9/1/2021 18.37.12	150	ya, mengetahui	ya, pernah	ya, pernah	Sopian Nugraha	21	laki-laki
9/1/2021 18.40.02	151	ya, mengetahui	ya, pernah	ya, pernah	Rizal Fakhruhin	24	laki-laki
9/1/2021 18.42.09	152	ya, mengetahui	ya, pernah	ya, pernah	Zamil Nurdin	20	laki-laki
9/1/2021 18.43.40	153	ya, mengetahui	ya, pernah	ya, pernah	Yayu Wulan	22	perempuan
9/1/2021 18.55.32	154	tidak					
9/1/2021 18.58.47	155	ya, mengetahui	ya, pernah	ya, pernah	Febby	24	perempuan
9/1/2021 19.54.23	156	ya, mengetahui	ya, pernah	ya, pernah	Faisal	24	laki-laki
9/1/2021 19.54.38	157	tidak					
9/1/2021 19.54.55	158	ya, mengetahui	ya, pernah	tidak			
9/1/2021 19.58.33	159	ya, mengetahui	ya, pernah	ya, pernah	Reno	23	laki-laki
9/1/2021 19.59.42	160	ya, mengetahui	ya, pernah	ya, pernah	Diah	24	laki-laki
9/1/2021 20.01.13	161	ya, mengetahui	ya, pernah	ya, pernah	Zii	25	laki-laki
9/1/2021 20.01.13	162	ya, pernah	ya, pernah	ya, pernah	arka	23	perempuan
9/1/2021 20.01.13	163	ya, pernah	ya, pernah	ya, pernah	zain	23	laki-laki
9/1/2021 20.05.33	164	ya, pernah	ya, pernah	ya, pernah	jki	22	laki-laki

Timestamp		Mengetahui	Menggunakan	Bertransaksi	Nama / Inisial	Usia	Jenis kelamin
9/1/2021 20.08.29	165	ya, pernah	ya, pernah	ya, pernah	olp	21	perempuan
9/1/2021 20.10.03	166	ya, pernah	ya, pernah	ya, pernah	vari	22	laki-laki
9/1/2021 20.10.03	167	ya, pernah	ya, pernah	ya, pernah	momo	22	perempuan
9/1/2021 20.10.03	168	ya, pernah	ya, pernah	ya, pernah	joni	25	perempuan
9/1/2021 20.10.03	169	ya, pernah	ya, pernah	ya, pernah	elizabeth	25	perempuan
9/2/2021 13.29.12	170	ya, pernah	ya, pernah	ya, pernah	squit	21	perempuan
9/2/2021 13.37.44	171	ya, pernah	ya, pernah	ya, pernah	''''	21	laki-laki
9/2/2021 14.20.10	172	ya, pernah	ya, pernah	ya, pernah	joko	21	laki-laki
9/2/2021 15.00.12	173	ya, pernah	ya, pernah	ya, pernah	Marbu	25	perempuan
9/3/2021 22.32.11	174	ya, pernah	ya, pernah	ya, pernah	Sondang	20	laki-laki
9/3/2021 23.10.21	175	ya, pernah	ya, pernah	ya, pernah	Anita	20	laki-laki
9/3/2021 23.22.37	176	ya, pernah	ya, pernah	ya, pernah	Arvin	24	laki-laki



**LAMPIRAN 7**

**TABULASI RESPONS RESPONDEN**

No.	DI1	DI2	DI3	DE1	DE2	DE3	DE4	KS1	KS2	KS3	KS4	KS5
1	5	5	5	5	5	5	5	5	5	5	5	5
2	4	5	5	5	5	5	5	5	5	5	5	5
3	3	4	3	3	4	5	4	4	5	4	4	4
4	4	5	4	5	5	4	5	5	5	5	5	5
5	3	3	3	3	3	5	5	5	5	5	5	5
6	4	4	4	5	5	3	3	4	4	3	4	2
7	4	5	5	5	5	5	5	5	5	5	5	5
8	2	4	4	3	4	4	4	4	4	4	3	4
9	5	5	5	4	5	5	5	5	5	5	5	5
10	3	4	5	4	4	5	4	4	4	3	3	4
11	3	4	4	4	4	5	5	4	4	4	4	4
12	3	3	3	3	3	3	3	3	3	3	3	3
13	2	4	3	3	4	4	4	5	4	5	4	4
14	4	4	4	4	4	4	4	4	4	4	4	4
15	2	4	4	3	4	4	4	4	5	3	3	3
16	4	3	3	4	3	4	3	3	4	3	4	2
17	5	5	5	5	5	5	5	5	5	5	5	5
18	5	5	5	5	5	5	5	5	5	4	5	3
19	5	5	5	5	5	5	5	5	5	5	5	5
20	4	3	3	5	4	4	4	4	5	4	4	3
21	5	5	5	5	5	5	5	5	4	4	5	4
22	4	4	4	4	4	4	4	4	4	4	4	3
23	4	4	4	4	4	4	4	4	4	4	5	5
24	3	4	3	4	4	5	4	3	4	3	4	3
25	5	5	5	5	5	5	5	5	5	5	5	5
26	3	3	3	3	3	3	3	3	3	3	3	3
27	3	3	4	5	4	4	4	4	4	4	4	3
28	4	2	3	2	2	3	3	3	3	3	3	2
29	4	4	4	4	4	4	4	4	4	3	4	4
30	4	4	4	4	4	4	4	4	4	4	4	4
31	3	5	5	5	5	5	5	2	5	5	5	5
32	4	4	4	4	4	4	4	4	4	4	4	4
33	5	5	5	4	5	5	5	5	5	5	5	5
34	4	4	4	4	4	4	4	4	4	4	4	4
35	3	5	3	5	4	4	4	4	2	3	3	3
36	5	5	5	5	5	5	5	5	5	5	5	5
37	5	5	5	5	5	5	5	5	5	5	5	5
38	3	4	4	4	4	5	5	4	4	4	4	4
39	3	5	4	5	4	3	3	3	2	3	3	4
40	4	3	3	3	3	3	3	3	3	3	3	4

No.	DI1	DI2	DI3	DE1	DE2	DE3	DE4	KS1	KS2	KS3	KS4	KS5
41	5	5	5	5	4	5	5	4	5	4	4	4
42	5	4	5	4	4	4	4	4	4	4	4	4
43	5	4	4	5	5	5	5	4	5	5	5	4
44	5	5	5	5	5	5	5	5	5	5	5	5
45	5	5	5	5	5	5	5	5	5	5	5	5
46	5	5	5	5	5	5	5	5	5	5	5	5
47	5	5	4	5	4	5	5	5	4	4	5	5
48	5	5	5	5	5	5	5	5	5	5	5	4
49	3	5	3	5	4	4	4	5	5	3	4	3
50	5	5	4	5	5	4	5	4	5	4	4	4
51	3	4	5	4	4	5	4	4	4	3	3	4
52	5	5	5	5	5	5	5	5	5	5	5	5
53	3	2	3	5	4	4	3	4	4	3	3	3
54	4	4	2	4	3	3	4	3	3	3	3	3
55	4	4	3	4	4	4	4	4	4	3	4	4
56	5	5	5	5	5	5	5	5	5	5	5	5
57	4	4	4	4	4	4	4	4	4	4	4	4
58	4	2	3	2	2	3	3	3	3	3	3	2
59	3	4	3	3	4	5	4	4	5	4	4	4
60	5	5	5	5	5	5	5	5	5	5	5	5
61	4	3	3	3	2	3	3	3	3	3	3	3
62	3	3	3	3	2	3	3	3	3	3	3	2
63	3	3	3	3	3	4	2	5	3	3	2	2
64	4	4	4	4	5	5	5	5	5	4	4	4
65	3	4	4	3	3	4	4	4	4	3	3	4
66	4	3	3	4	4	2	3	3	3	2	3	1
67	4	3	3	4	4	2	3	3	3	2	3	1
68	3	3	3	3	3	3	3	3	3	3	3	3
69	4	5	4	5	5	5	4	5	5	5	5	4
70	5	5	5	5	5	5	5	5	5	5	5	5
71	5	5	5	5	5	5	5	5	5	5	5	5
72	5	5	5	5	5	5	5	5	5	5	5	5
73	5	5	4	5	4	4	4	4	4	5	4	4
74	5	5	5	5	5	5	5	5	5	5	5	5
75	4	2	3	2	2	3	3	3	3	3	3	2
76	5	5	5	5	5	5	5	5	5	5	5	5
77	4	4	3	5	4	4	4	5	4	5	5	4
78	4	4	3	5	4	4	4	5	4	5	5	4
79	4	3	3	3	3	4	3	5	2	4	4	3
80	4	3	3	4	4	4	4	4	4	5	4	5

No.	DI1	DI2	DI3	DE1	DE2	DE3	DE4	KS1	KS2	KS3	KS4	KS5
81	4	4	4	4	4	4	4	3	3	3	3	3
82	5	5	5	5	5	5	5	5	5	5	5	5
83	5	4	4	3	4	4	4	4	4	4	4	4
84	4	4	3	4	4	4	4	4	4	4	5	5
85	4	3	3	3	3	3	3	4	4	4	4	4
86	3	3	3	3	3	3	3	3	3	3	3	3
87	5	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5	5
89	5	5	5	5	5	5	5	5	5	5	5	5
90	5	5	5	5	5	5	5	5	5	5	5	5
91	5	5	5	5	5	5	5	5	5	5	5	5
92	5	5	5	5	5	5	5	5	5	5	5	5
93	5	5	5	5	5	5	5	5	5	5	5	5
94	5	5	5	5	5	5	5	5	5	5	5	5
95	5	5	5	5	5	5	5	5	5	5	5	5
96	5	5	5	5	5	5	5	5	5	5	5	5
97	5	5	5	5	5	5	5	5	5	5	5	5
98	5	5	4	5	5	5	5	5	5	5	5	5
99	5	5	5	5	5	5	5	5	5	5	5	5
100	5	5	5	5	5	5	5	5	5	5	5	5
101	5	5	5	5	5	5	5	5	5	5	5	5
102	4	5	5	5	5	5	5	5	5	5	5	5
103	3	4	3	3	4	5	4	4	5	4	4	4
104	4	5	4	5	5	4	5	5	5	5	5	5
105	3	3	3	3	3	5	5	5	5	5	5	5
106	4	4	4	5	5	3	3	4	4	3	4	2
107	4	5	5	5	5	5	5	5	5	5	5	5
108	2	4	4	3	4	4	4	4	4	4	3	4
109	5	5	5	4	5	5	5	5	5	5	5	5
110	3	4	5	4	4	5	4	4	4	3	3	4
111	3	4	4	4	4	5	5	4	4	4	4	4
112	3	3	3	3	3	3	3	3	3	3	3	3
113	2	4	3	3	4	4	4	5	4	5	4	4
114	4	4	4	4	4	4	4	4	4	4	4	4
115	2	4	4	3	4	4	4	4	5	3	3	3
116	4	3	3	4	3	4	3	3	4	3	4	2
117	5	5	5	5	5	5	5	5	5	5	5	5
118	5	5	5	5	5	5	5	5	5	4	5	3
119	5	5	5	5	5	5	5	5	5	5	5	5
120	4	3	3	5	4	4	4	4	5	4	4	3

No.	DI1	DI2	DI3	DE1	DE2	DE3	DE4	KS1	KS2	KS3	KS4	KS5
121	5	5	5	5	5	5	5	5	4	4	5	4
122	4	4	4	4	4	4	4	4	4	4	4	3
123	4	4	4	4	4	4	4	4	4	4	5	5
124	3	4	3	4	4	5	4	3	4	3	4	3
125	5	5	5	5	5	5	5	5	5	5	5	5
126	3	3	3	3	3	3	3	3	3	3	3	3
127	3	3	4	5	4	4	4	4	4	4	4	3
128	4	2	3	2	2	3	3	3	3	3	3	2
129	4	4	4	4	4	4	4	4	4	3	4	4
130	4	4	4	4	4	4	4	4	4	4	4	4
131	3	5	5	5	5	5	5	2	5	5	5	5
132	4	4	4	4	4	4	4	4	4	4	4	4
133	5	5	5	4	5	5	5	5	5	5	5	5
134	4	4	4	4	4	4	4	4	4	4	4	4
135	3	5	3	5	4	4	4	4	2	3	3	3
136	5	5	5	5	5	5	5	5	5	5	5	5
137	5	5	5	5	5	5	5	5	5	5	5	5
138	3	4	4	4	4	5	5	4	4	4	4	4
139	3	5	4	5	4	3	3	3	2	3	3	4
140	4	3	3	3	3	3	3	3	3	3	3	4
141	5	5	5	5	4	5	5	4	5	4	4	4
142	5	4	5	4	4	4	4	4	4	4	4	4
143	5	4	4	5	5	5	5	4	5	5	5	4
144	5	5	5	5	5	5	5	5	5	5	5	5
145	5	5	5	5	5	5	5	5	5	5	5	5
146	5	5	5	5	5	5	5	5	5	5	5	5
147	5	5	4	5	4	5	5	5	4	4	5	5
148	5	5	5	5	5	5	5	5	5	5	5	4
149	3	5	3	5	4	4	4	5	5	3	4	3
150	5	5	4	5	5	4	5	4	5	4	4	4

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
1	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
2	4	4	4	4	4	4	5	4	5	5	4	5	4	3	5	4	5
3	4	4	4	4	5	5	4	4	4	5	4	5	4	3	5	3	4
4	5	4	5	4	5	5	5	5	5	5	4	5	5	5	5	4	5
5	5	5	5	5	5	5	4	4	5	5	5	4	5	5	5	3	3
6	4	4	4	4	3	4	3	4	4	4	4	4	4	2	2	4	4
7	4	4	4	5	5	4	5	5	5	5	4	5	5	5	5	4	5
8	3	4	3	3	4	3	3	3	3	3	3	4	4	3	3	2	4
9	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
10	4	5	5	4	3	4	4	4	4	3	5	4	4	4	4	3	4
11	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	3	4
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
13	3	4	3	5	4	3	5	4	4	4	5	4	4	4	5	2	4
14	4	4	4	4	4	4	4	4	5	5	4	5	5	4	4	4	4
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	2	4
16	3	4	4	4	3	4	3	3	3	3	3	2	3	3	4	4	3
17	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
18	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
19	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
20	4	3	4	5	3	5	3	5	4	3	3	3	4	4	5	4	3
21	5	5	5	5	4	5	3	4	3	5	4	4	4	5	5	5	5
22	3	5	5	4	4	4	4	4	4	3	4	4	4	4	3	4	4
23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4
24	5	4	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4



No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
25	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5
26	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3
27	3	4	4	4	4	4	4	4	4	4	5	4	4	3	4	3	3
28	2	2	2	2	2	2	3	2	2	2	5	3	2	3	1	4	2
29	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
31	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	5
32	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
33	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
34	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
35	3	3	3	3	4	3	3	3	3	3	4	3	3	5	3	3	5
36	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
37	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
38	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	3	4
39	5	5	5	5	5	5	4	4	4	4	5	3	3	3	5	3	5
40	3	3	3	3	3	3	3	3	2	3	3	3	3	3	5	4	3
41	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5
42	4	4	5	4	4	4	4	4	4	5	5	4	5	4	4	5	4
43	4	4	4	4	5	5	5	3	4	4	5	4	4	5	5	5	4
44	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
45	5	5	5	4	4	5	4	5	4	4	5	5	5	4	5	5	5
46	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
47	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
48	5	5	5	4	5	5	4	3	4	3	5	4	5	4	5	5	5

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
49	5	5	5	4	5	4	5	5	5	4	4	4	5	3	5	3	5
50	5	3	3	5	5	5	3	4	3	4	4	4	4	4	5	5	5
51	4	5	5	4	3	4	4	4	4	3	5	4	4	4	4	3	4
52	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
53	3	3	4	3	3	3	4	4	4	3	3	4	4	3	4	3	2
54	4	3	3	3	3	4	3	3	1	5	4	4	3	4	3	4	4
55	4	3	4	3	3	4	4	3	4	3	4	3	3	4	4	4	4
56	5	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5
57	4	4	4	4	4	4	4	4	5	5	4	5	5	4	4	4	4
58	2	2	2	2	2	2	3	2	2	2	5	3	2	3	1	4	2
59	4	4	4	4	5	5	4	4	4	5	4	5	4	3	5	3	4
60	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5
61	3	3	3	3	4	3	3	3	3	3	4	2	3	3	4	4	3
62	2	2	3	2	2	3	2	2	2	2	5	3	3	3	2	3	3
63	4	4	2	2	4	2	2	2	3	3	4	3	3	3	2	3	3
64	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	3	4	3	4	4	3	4	3	3	3	4	3	3	2	2	3	4
66	3	3	3	4	4	3	3	3	3	3	3	3	3	2	3	4	3
67	3	3	3	4	4	3	3	3	3	3	3	3	3	2	3	4	3
68	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3
69	5	5	5	4	5	5	4	5	4	4	4	5	4	3	5	4	5
70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
71	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
72	5	5	5	5	5	5	5	5	5	5	5	5	5	1	5	5	5

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
73	4	4	5	4	4	4	4	5	5	5	5	5	5	4	4	5	5
74	5	5	5	4	4	5	4	5	4	4	5	5	5	4	5	5	5
75	2	2	2	2	2	2	3	2	2	2	5	3	2	3	1	4	2
76	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
77	5	5	4	4	4	5	4	4	4	5	5	5	4	4	5	4	4
78	5	5	4	4	4	5	4	4	4	5	5	5	4	4	5	4	4
79	4	3	3	4	3	3	4	2	4	4	3	4	3	3	3	4	3
80	4	3	3	4	4	4	4	4	3	4	4	4	4	5	4	4	3
81	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	4	4
82	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
83	4	4	4	5	5	4	4	4	4	4	4	4	4	4	3	5	4
84	4	4	4	5	4	4	5	4	5	4	5	5	5	5	4	4	4
85	4	4	4	4	4	4	4	5	4	4	3	4	3	3	3	4	3
86	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3
87	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
89	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
90	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
91	5	5	4	4	4	4	5	5	5	5	4	4	4	5	5	5	5
92	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
93	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
94	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
95	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
97	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
98	4	5	5	5	5	5	5	4	5	4	4	4	3	3	5	5	5
99	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
100	4	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
101	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	4	5
103	5	4	4	4	5	4	5	4	4	4	4	4	5	5	4	4	4
104	5	5	4	5	4	5	5	4	5	4	5	4	5	5	5	5	5
105	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5
106	2	2	3	2	3	2	3	2	4	4	4	4	3	4	3	4	4
107	5	5	5	5	5	5	5	5	4	4	4	5	5	4	5	5	5
108	4	4	4	4	4	3	3	3	3	4	3	3	4	3	3	3	3
109	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
110	4	4	5	5	4	4	4	4	4	5	5	4	3	4	4	4	4
111	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
112	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
113	5	4	3	4	4	4	5	4	3	4	3	5	4	3	5	4	4
114	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5
115	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3
116	4	4	4	3	3	3	4	3	3	4	4	4	3	4	3	3	3
117	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
118	4	5	5	4	5	4	4	5	4	5	5	5	5	5	5	5	5
119	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
120	3	3	3	3	4	2	3	3	4	3	4	5	3	5	3	5	4

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
121	5	5	4	4	4	4	4	5	5	5	5	5	4	5	3	4	3
122	4	5	4	4	4	4	4	4	3	5	5	4	4	4	4	4	4
123	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
124	4	3	3	4	3	3	4	4	5	4	4	4	4	3	4	4	4
125	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
126	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
127	4	4	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4
128	3	2	3	2	2	3	3	3	2	2	2	2	2	2	3	2	2
129	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
130	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
132	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
133	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
134	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
135	4	4	4	3	3	4	4	5	3	3	3	3	4	3	3	3	3
136	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
137	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
138	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
139	4	4	5	4	4	5	4	3	5	5	5	5	5	5	4	4	4
140	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2
141	4	4	4	4	5	5	4	5	5	5	5	5	5	4	5	5	5
142	4	5	4	4	5	4	4	5	4	4	5	4	4	4	4	4	4
143	5	5	5	5	5	4	5	5	4	4	4	4	5	5	5	3	4
144	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No.	AL1	AL2	AL3	AL4	AL5	KW1	KW2	KW3	KW4	KW5	KW6	NP1	NP2	NP3	NP4	NP5	NP6
145	5	5	5	4	4	5	5	5	5	5	5	4	4	5	4	5	4
146	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
147	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
148	5	5	5	5	4	5	5	5	5	5	5	4	5	5	4	3	4
149	5	5	3	4	5	5	5	5	5	5	5	4	5	4	5	5	5
150	4	4	5	5	5	5	5	4	5	3	3	5	5	5	3	4	3





**LAMPIRAN 8**  
**HASIL ALGORITMA PLS**

### Outer Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	<b>0,903</b>					
AL2	<b>0,906</b>					
AL3	<b>0,877</b>					
AL4	<b>0,907</b>					
AL5	<b>0,879</b>					
DE1		<b>0,838</b>				
DE2		<b>0,928</b>				
DE3		<b>0,875</b>				
DE4		<b>0,931</b>				
DI1			<b>0,796</b>			
DI2			<b>0,896</b>			
DI3			<b>0,918</b>			
KS1				<b>0,832</b>		
KS2				<b>0,855</b>		
KS3				<b>0,942</b>		
KS4				<b>0,933</b>		
KS5				<b>0,875</b>		
KW1					<b>0,885</b>	
KW2					<b>0,903</b>	
KW3					<b>0,894</b>	
KW4					<b>0,904</b>	
KW5					<b>0,868</b>	
KW6					<b>0,728</b>	



### Outer Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
NP1						0,865
NP2						0,890
NP3						0,784
NP4						0,819
NP5						0,755
NP6						0,881

### Outer Weights

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	0,233					
AL2	0,211					
AL3	0,210					
AL4	0,228					
AL5	0,236					
DE1		0,260				
DE2		0,285				
DE3		0,272				
DE4		0,300				
DI1			0,326			
DI2			0,432			
DI3			0,384			

Outer Weights

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
KS1				0,200		
KS2				0,211		
KS3				0,230		
KS4				0,248		
KS5				0,234		
KW1					0,199	
KW2					0,197	
KW3					0,197	
KW4					0,200	
KW5					0,197	
KW6					0,163	
NP1						0,208
NP2						0,216
NP3						0,182
NP4						0,198
NP5						0,178
NP6						0,214

### R Square

	R Square	R Square Adjusted
Niat Berperilaku	0,895	0,892

### f Square

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>						<b>0,000</b>
Dukungan Emosional						0,058
Dukungan Informasi						0,025
Kehadiran Sosial						0,044
Kualitas Web						<b>0,291</b>
Niat Berperilaku						

### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Flow</i>	<b>0,937</b>	<b>0,939</b>	<b>0,952</b>	<b>0,800</b>
Dukungan Emosional	<b>0,916</b>	<b>0,920</b>	<b>0,941</b>	<b>0,799</b>
Dukungan Informasi	<b>0,841</b>	<b>0,860</b>	<b>0,904</b>	<b>0,760</b>
Kehadiran Sosial	<b>0,933</b>	<b>0,938</b>	<b>0,949</b>	<b>0,789</b>

### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Kualitas Web	0,932	0,936	0,947	0,750
Niat Berperilaku	0,911	0,916	0,932	0,695

### Discriminant Validity

#### Fornell-Larcker Criterion

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<i>Flow</i>	0,894					
Dukungan Emosional	0,829	0,894				
Dukungan Informasi	0,781	0,878	0,872			
Kehadiran Sosial	0,837	0,877	0,797	0,888		
Kualitas Web	0,915	0,838	0,803	0,870	0,866	
Niat Berperilaku	0,869	0,882	0,838	0,884	0,920	0,834

Cross Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
AL1	0,903	0,774	0,703	0,799	0,847	0,808
AL2	0,906	0,720	0,688	0,727	0,789	0,730
AL3	0,877	0,720	0,704	0,684	0,781	0,728
AL4	0,907	0,751	0,708	0,771	0,850	0,791
AL5	0,879	0,737	0,690	0,753	0,817	0,819
DE1	0,657	0,838	0,757	0,626	0,686	0,733
DE2	0,764	0,928	0,851	0,795	0,755	0,804
DE3	0,749	0,875	0,711	0,823	0,751	0,766
DE4	0,789	0,931	0,815	0,880	0,800	0,845
DI1	0,524	0,594	0,796	0,616	0,576	0,620
DI2	0,792	0,866	0,896	0,739	0,790	0,821
DI3	0,698	0,804	0,918	0,719	0,711	0,730
KS1	0,664	0,720	0,667	0,832	0,676	0,697
KS2	0,704	0,798	0,665	0,855	0,719	0,736
KS3	0,740	0,782	0,709	0,942	0,780	0,800
KS4	0,802	0,842	0,771	0,933	0,855	0,862
KS5	0,795	0,751	0,720	0,875	0,818	0,814
KW1	0,878	0,768	0,734	0,791	0,885	0,824
KW2	0,826	0,757	0,688	0,820	0,903	0,814
KW3	0,849	0,788	0,739	0,779	0,894	0,816
KW4	0,810	0,764	0,716	0,777	0,904	0,827
KW5	0,771	0,690	0,664	0,737	0,868	0,816

### Cross Loadings

	<i>Flow</i>	Dukungan Emosional	Dukungan Informasi	Kehadiran Sosial	Kualitas Web	Niat Berperilaku
<b>KW6</b>	0,593	0,566	0,624	0,599	0,728	0,673
<b>NP1</b>	0,729	0,732	0,664	0,773	0,826	0,865
<b>NP2</b>	0,823	0,776	0,692	0,769	0,859	0,890
<b>NP3</b>	0,627	0,673	0,634	0,685	0,692	0,784
<b>NP4</b>	0,771	0,746	0,625	0,749	0,760	0,819
<b>NP5</b>	0,586	0,643	0,761	0,664	0,654	0,755
<b>NP6</b>	0,788	0,828	0,820	0,774	0,795	0,881

### Model\_Fit

#### Fit Summary

	Saturated Model	Estimated Model
<b>SRMR</b>	0,059	0,059
<b>d_ULS</b>	1,537	1,537
<b>d_G</b>	1,994	1,994
<b>Chi-Square</b>	1386,439	1386,439
<b>NFI</b>	0,758	0,758



**LAMPIRAN 9**  
**HASIL BOOTSTRAPPING**

## Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<i>Flow -&gt; Niat Berperilaku</i>	0,014	0,015	0,070	0,203	<b>0,839</b>
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,085	2,471	<b>0,014</b>
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,060	1,813	<b>0,070</b>
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,084	1,979	<b>0,048</b>
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,084	5,917	<b>0,000</b>

## Confidence Intervals

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
<i>Flow -&gt; Niat Berperilaku</i>	0,014	0,015	-0,114	0,152
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	0,025	0,364
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	-0,008	0,224
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,006	0,333
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,328	0,646

## Confidence Intervals Bias Corrected

	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
<i>Flow -&gt; Niat Berperilaku</i>	0,014	0,015	0,001	-0,114	0,156
Dukungan Emosional -> Niat Berperilaku	0,210	0,200	-0,010	0,044	0,369
Dukungan Informasi -> Niat Berperilaku	0,110	0,111	0,002	-0,011	0,222
Kehadiran Sosial -> Niat Berperilaku	0,166	0,173	0,007	-0,013	0,315
Kualitas Web -> Niat Berperilaku	0,499	0,501	0,001	0,321	0,643





**LAMPIRAN 10**  
**JURNAL ACUAN**

## A Social Commerce Intention Model for Traditional E-Commerce Sites

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### Abstract

The existing literature mainly analyses user intention to practice social commerce on social networking sites, but few studies have focused on traditional e-commerce sites with their own integrated social tools (e.g. forums, reviews). This research aims to identify the antecedents to social commerce intention for traditional e-commerce sites where social tools are integrated. Data were obtained from a survey of 201 consumers and were analysed using Partial Least Squares. The results indicate that web quality, flow and emotional social support have a positive and direct influence on social commerce intention, while social presence and informational social support are not significant. This study contributes to consumer behaviour theory by applying predictors of intention to social commerce for traditional e-commerce sites. The results also help e-commerce practitioners to improve their use of social tools. For instance, to increase the use of social commerce, web quality must be improved to promote dissemination and consultation of the information generated by users in an easy, quick and friendly way. Social commerce intention will also increase if the company designs efficient interactive processes which the user enjoys effortlessly, so that the website creates a flow experience.

**Keywords:** Retail, Consumer behaviour, E-commerce, Social commerce intention, Partial Least Squares

## 1 Introduction

Social media has changed how relationships are established in society [52], [59]. Social media are a group of Internet-based applications which facilitate the creation and exchange of user-generated content [32]. Users share information and opinions about products and brands, amongst other functionalities [36]. As such, consumers no longer depend on the information provided by companies through traditional channels or on their websites [7], [48].

Making a purchase is a largely social act [39], meaning that social media relationships have a significant effect on consumer behaviour [25], [36]. With this in mind, e-commerce businesses have incorporated social tools (e.g. forums, chat rooms, recommendation systems, communities, social networks) to help users to contact other consumers and facilitate the purchase decision [39]. This interaction between consumers during the buying process has given rise to the term social commerce (SC) [36]. Although there is no standard definition of the term, "social commerce generally refers to the delivery of e-commerce activities and transactions via the social media environment, mostly in social networks and by using Web 2.0 software" [35] p. 6. Therefore, SC is a form of e-commerce in which customers use social tools to generate, search for and share information and opinions about products, in addition to making a purchase [44], [54], [57], [59]. Traditional e-commerce and SC are different in that the first only incorporates tools to facilitate commercial transactions, whereas the second also has social tools which take commercial advantage of the interactions between the users themselves and between users and the organization [7], [13].

There are two main SC site configurations: social networking sites with integrated commercial features that allow for advertising and transactions (e.g. Facebook); and traditional e-commerce sites with integrated social tools (e.g. Amazon) [35]. Each configuration is designed to meet different objectives and establishes different types of relationships between their users. Whilst traditional e-commerce sites mainly seek usability, web quality, system quality, information quality and playfulness, social networking sites are designed to generate conversations and communities which lead to greater user participation, without jeopardizing system quality [31]. These two types of platform provide different tools: social networking sites centre more on the use of 'like' and 'share' buttons; traditional e-commerce sites make greater use of rating and review systems.

User participation is crucial to SC - without this, the content which is valuable to other consumers would not be generated [35], [36], [44], [57]. It is therefore useful to understand the user motivations which affect their SC intention [27], [59], [60]. Customer participation in SC includes direct and indirect business transactions. 1) Direct transactions encompass purchase behaviour during the purchase phase of a client decision. 2) Indirect transactions include requesting and sharing information (e.g. referral and eWOM) when setting goals, searching for information, product selection and post-purchase, using social tools [59]. User participation enables supply to be better tailored to demand owing to greater information exchange, which increases customer satisfaction and boosts profitability [13], [41].

All of this has led to an increased interest in SC research, although empirical research is still limited [7], [37], [62]. Previous studies have analysed the evolution of SC and how it differs from traditional e-commerce [13], [57], the influence of product recommendation and review systems on consumer behaviour [20], [58], and SC intention for social networks [7], [36], [44], [59], [60]. For the latter, previous studies have analysed such aspects as motivating factors which induce participation (e.g. relationship quality, system quality), links with other users which lead to a greater level of participation, cultural aspects which play a role and user behaviour. That said, although previous research has highlighted differences between SC platforms on social networking sites and traditional e-commerce sites [31], there are few studies on SC intention for the latter. This has led us to the following research questions:

What variables affect social commerce intention on traditional e-commerce sites with integrated social tools?  
What influence do social tools have on these types of websites?

This study aims to introduce a Social Commerce Intention Model (SCIM) for traditional e-commerce sites which have integrated social tools (e.g. forums, chats, review and rating system). Our research model is based on models by [36], [59], who identified antecedents to SC intention in social networks. The research framework is determined by social support theory, the Stimulus-Organism-Response model and social exchange theory.

Hereafter, the article is structured as follows: first, we set out the conceptual framework and hypotheses development which shape the research model; then, we explain the methodology used and the results of data analysis; lastly, we set out the conclusions and possible future lines of research.

## 2 Literature Review and Hypotheses Development

The research framework draws on consumer behaviour theories used in previous studies on SC intention for social networking sites. The Stimulus-Organism-Response paradigm was used to study the effect of the technological aspects of SC (e.g. interaction, personalisation and sociability) on the customer's virtual experience (social support, social presence and flow) [59]. This theory highlights that different environmental factors act as stimuli and jointly affect a person's internal state, leading them to behave in different ways [43]. Likewise, social support theory has been used to explain how social variables affect intention to use a website and to share and receive commercial information [36]. The theory indicates that people place much value on feeling looked after and supported by other people, on receiving emotional and informational support, and on feeling part of a community [55]. Social exchange theory maintains that after assessing the benefits obtained from a relationship (e.g. social support), a person may or may not decide to act in a reciprocal manner [6]. This also applies to participation on SC sites [61]. As well as the variables arising from these theories, researchers have emphasised the influence of web quality on SC user behaviour [36]. Our research evaluates the effect of social presence, social support (emotional and informational), flow and web quality on SC intention for a traditional e-commerce site with integrated social tools.

### 2.1 Social Commerce Intention

Since it is difficult to measure an individual's actual behaviour, behavioural intentions are usually used instead [59] and are considered a valid predictor of user behaviour [56]. Behavioural intentions are used in several theories, such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), and in the Technology Acceptance Model (TAM) and the Stimulus-Organism-Response model (SOR) [1], [2], [36], [59]. Consumer intentions therefore strongly influence their behaviour. In this research, SC intention is defined as user willingness to generate, search for and share information about products, which enables customers to make better purchase decisions [25], [36], [59]. SC intention therefore refers to the intention of the user to share their experiences and recommend products, and to their purchase intention, taking into account the experiences and suggestions of other users.

Purchase intention has been studied previously for various online environments. For instance, [3] studied purchase intention for virtual environments based on the effects of the technology and the online space in question; [7] analysed the effects of different variables such as community engagement and social support on purchase intention for SC sites; [9] studied the effect of social presence on intention to use online recommendation systems. Attitude and flow were identified as the most significant antecedents to online purchase interaction on e-commerce sites [26]. Also, [38] explained purchase intention in SC environments based on the user's experience of flow. In addition, [44] analysed the cultural differences that may affect purchase intention on SC sites. Lastly, [25] looked at the effects of various SC activities on purchase intention on the respective websites (comments, forums, etc.).

### 2.2 Social Support

Social support is the information that leads a person to believe that they are cared for, loved and respected as a member of a network of people which is built on mutual obligation [36]. Social support is normally considered a multidimensional construct which has two dimensions in the online environment: emotional support and informational support [7]. Informational support is the action of providing recommendations, advice, guidance or useful information that helps solve problems and generate new ideas, etc. [7], [36]. Emotional support is the provision of emotionally-centred messages (looking after other users, empathy, understanding, etc.) which make the recipient feel valued [36].

According to social exchange theory [6], when social support exists in a product-based online community, the members of said community tend to share information and offer recommendations to other users, and to accept the information provided by others [7], [59]. Thus, when a user feels looked after by the community and that the information they receive is useful in their purchase decisions, they will feel obliged to act in a reciprocal manner [11], and may even form friendships and trusting relationships which influence their purchase intentions [36]. There is therefore a positive link between social support and SC intention which, given the two-dimensional nature (i.e. informational and emotional) of the former [7], leads us to make the following hypotheses:

*H1: Informational social support has a positive influence on social commerce intention.*

*H2: Emotional social support has a positive influence on social commerce intention.*

### 2.3 Flow

Immersion or flow is a holistic sensation that a person experiences when they are completely absorbed in what they are doing [13]. Users of online environments experience a strong sense of flow when they are fully immersed in the website, which leads to a positive user experience [45]. A website which encourages a flow state creates an

experience of absorption where the user is more fully engaged in online activities [59] because they feel a greater sense of satisfaction and loyalty [30].

Previous studies have identified the positive influence of flow on purchases and customer recommendations made online [22]. It is a significant antecedent to purchase intention in traditional e-commerce [26], [34] and in SC based on social networks [36], [59]. We can therefore assume that when a user of an e-commerce site with social tools experiences flow, their SC intention increases. This leads us to the following hypothesis:

*H3: Flow has a positive influence on social commerce intention.*

## 2.4 Social Presence

Social presence is the degree of salience between two people during communication [51]. That is, the extent to which a person is aware of the other when an interaction takes place and the psychological sense of closeness [3]. SC consumers who experience social presence through interactions with other consumers may feel more comfortable and more emotionally fulfilled [59], and more engaged in the activity [3].

Social presence in e-commerce acts as a mediator between attitudes towards online shopping and behavioural intentions [18], [49]. This effect arises from the links established between consumers, which strengthen their virtual identity and support their participation [3], [21]. The greater sense of social presence causes an increase in consumer participation in SC [9], and has a positive effect on SC intention [59]. We can therefore make the following hypothesis:

*H4: Social presence has a positive influence on social commerce intention.*

## 2.5 Website Quality

The design and content of e-commerce sites affects their success [36]. Web quality depends as much on the system as on the service provided, usability, enjoyment and the relationships which are established [31], [40]. In SC, web quality has traditionally encompassed both the system and the service provided, since information quality depends on the participation of other users [36]. Service quality encompasses the online support capabilities provided by the website owner, such as purchase order tracking, the speed of response to questions or complaints management. System quality, on the other hand, refers to user control, the scope of the platform and the interface components [31]. A quality SC website enables consumers to solve their problems, have a satisfactory experience and feel that the website is a valid environment for establishing social relationships, thus increasing their purchase intention [10], [36]. We can therefore make the following hypothesis:

*H5: Web quality has a positive influence on social commerce intention.*

The Social Commerce Intention Model (SCIM) for traditional e-commerce sites in figure 1 shows the relationships established by the hypotheses to be confirmed.

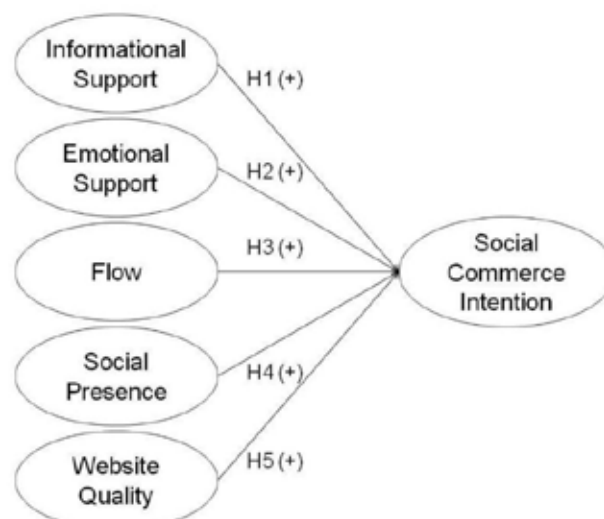


Figure 1: The Social Commerce Intention Model (SCIM)

### 3 Methodology

Data were gathered between April and May 2016 via an online questionnaire to SC customers. The questionnaire was linked to an e-commerce site selling t-shirts (Site 1). The site has social tools such as forums, product reviews, ratings and comments. The Qualtrics web survey tool was used to build and distribute the questionnaire. Users could answer the questionnaire via a link embedded at the start of the buying process. Participation was voluntary, and there was no reward system to encourage certain profiles. A weekly message encouraged users to take part in the questionnaire, explaining its purpose within the academic research being conducted. Screening questions were included at the start of the process to discourage users who had not previously bought anything on the website. Responses suspected of being dishonest, such as those with repetition and very quick response times, in addition to those from identical IP addresses, were discounted. All incomplete questionnaires were also deleted.

The constructs used in the survey were adapted from previous studies to fit the context of social commerce. Informational Support was adapted from [36]. Emotional Support was adapted from the work of [36]. The Social Presence scale was adapted from research conducted by [59]. Flow was adapted from the scales of [59]. Web Quality was adapted from [36]. Finally, the Social Commerce Intention construct was adapted from [36] (Appendix A).

Five-point Likert scales ranging from "strongly disagree" to "strongly agree" were used to measure all items in the survey. A review was carried out by a panel of ten experts, both for the selected methodology and for the scales selected from the scientific literature, to ensure content validity and suitable wording of all the questions. This process was carried out using personal interviews, by modifying some of the proposed scales and by adapting others to our objective. Afterwards, the questionnaire was divided into three different sections: 1) assessment questions with the aim of confirming the subject's interest and coherence; 2) questions related to the research behavioural model; and 3) questions to gather socio-demographic data for use as control variables to ensure that empirical results were not due to covariance between variables. The initial questionnaire was piloted with a sample of 75 undergraduate and postgraduate students from two public universities in January 2016. The design focussed on assessing and refining the survey to check the acceptance level, dimensionality, reliability and validity of the proposed scales. After all the relevant tests were performed and the relationships and scales set out were verified, we evaluated the proposed model.

We received 201 valid questionnaires. The sample group is mainly Spaniards (94%), men (64.5%), younger than 25 (62.2%) and with a university education (67%) (Table 1).

Data analysis was performed using the partial least squares (PLS) approach to structural equation modelling (SEM) with SmartPLS 3 [50]. Structural equation modelling is traditionally based on covariances. However, PLS-SEM is based on variances. PLS-SEM is appropriate when the normality of the data cannot be guaranteed, and allows the researcher to work with small samples [23]. PLS is also appropriate when there is scarce research available, when the research questions have not been looked at in prior studies, or when the analysis is exploratory [47]. We opted for PLS given our research is in an emerging field without normally distributed data and uses a relatively small sample. Note that the sample size clearly exceeds the minimum value of ten times the largest number of inner model paths directed at a particular construct in the inner model [4].

PLS generalises and combines aspects of principal component analysis and multiple regression analysis. PLS structural models are measured using reflective and formative indicators [5]. Given the nature of the epistemological relationships in our research, we opted for reflective constructs where the construct causes the measurement indicators [14]. The research methodology also draws on the bootstrapping technique to check the significance of the coefficients previously assessed using PLS. This technique provides subsamples with randomly extracted observations (with replacements) [24]. We first analysed the effect of multicollinearity between variables. Some authors suggest using the Variance Inflation Factor (VIF) to verify the absence of multicollinearity [15]. This statistic measures the extent of multicollinearity between independent variables in a regression model. Some authors recommend that this value be less than 3.3 [47] or 5 [23], which would indicate an absence of multicollinearity. The VIF results obtained for all the indicators in our model were less than 2.3 and we can therefore assume that multicollinearity is not a problem. After verifying that there was no multicollinearity between indicators, we then assessed the measurement model.

Table 1: Demographic characteristics of respondents

Demographics	Frequency	Percentage
<i>Gender</i>		
Man	129	64.5
Woman	72	35.4
<i>Age range</i>		
Under 18		
From 18 to 25	125	62.2
From 26 to 35	63	31.3
From 36 to 45	6	3.0
Over 45	7	3.5
<i>Educational level</i>		
Primary and secondary studies	50	24.8
University studies	136	67.7
Postgraduate Degree	13	6.5
Others	2	1.0
<i>Activity</i>		
Unemployed	5	2.4
Student	98	48.8
Employed by others	44	21.9
Self-employed	52	25.9
Others	2	1

## 4 Results

This section explains the results of the data analysis to identify the antecedents of social commerce intention. Firstly, it is described the assessment of the measurement model. Secondly, it is showed the assessment of the structural model.

### 4.1 Assessment of the Measurement Model

The reliability of each item was assessed by examining simple correlations of indicators with their respective variable. A value greater than 0.7 suggests that the variance between the construct and its indicators is greater than the error variance [4]. In our case, all indicators exceed the values recommended in the literature, except a flow indicator (F1), and two social commerce intention indicators (SCI1 and SCI2). These were consequently eliminated from the analysis.

To measure the reliability of the scales we used Cronbach's alpha [12] and composite reliability (CR) [46]. All the resulting values are greater than the recommended minimums.

We then assessed convergent and discriminant validity. Convergent validity was assessed using average variance extracted (AVE) [17]. AVE estimates the amount of variance that a construct captures from its indicators in relation to the amount of variance due to the measurement error. In our case, the AVE value is greater than the suggested minimum of 0.5. Table 2 shows the values of the indicators in the assessment of the measurement model.

Table 2: Assessment of the measurement model

Construct	Cronbach's alpha	CR	AVE
Informational Support	0.862	0.915	0.782
Emotional Support	0.909	0.936	0.785
Flow	0.835	0.890	0.669
Social Presence	0.854	0.889	0.617
Web Quality	0.931	0.946	0.744
Social Commerce Intention	0.751	0.841	0.570

Lastly, three PLS methods were used to assess discriminant validity i.e. checking that a construct measures a concept which is different from other constructs: (a) cross-loadings analysis, which looks at whether the average variance between a dimension and its items is greater than the variance between other dimensions in the model [4]; (b) the Fornell-Larcker criterion, which analyses whether the correlations between dimensions are lower than the square root of the AVE [17]; and c) the HTMT ratio (heterotrait-monotrait), which measures correlations between pairs of constructs and should be around 0.9 [29]. The resulting values are close to the limits recommended in the scientific literature. We therefore consider the discriminant validity in the model to be satisfactory. Tables 3 and 4 show the discriminant validity values for each of the above criteria.

Table 3: Discriminant validity and cross-loadings

Item	Informational Support (IS)	Emotional Support (ES)	Flow (F)	Social Presence (SP)	Web Quality (WQ)	Social Commerce Intention (SCI)
IS1	<b>0.876</b>	0.440	0.253	0.483	0.112	0.197
IS2	<b>0.911</b>	0.561	0.157	0.537	-0.012	0.207
IS3	<b>0.865</b>	0.628	0.168	0.534	-0.026	0.146
ES1	0.441	<b>0.869</b>	0.104	0.479	-0.180	0.083
ES2	0.510	<b>0.874</b>	0.046	0.492	-0.155	0.054
ES3	0.590	<b>0.904</b>	0.069	0.490	-0.179	0.067
ES4	0.613	<b>0.895</b>	0.035	0.491	-0.213	0.071
F2	0.236	0.073	<b>0.787</b>	0.287	0.430	0.420
F3	0.212	0.007	<b>0.810</b>	0.250	0.529	0.529
F4	0.131	0.068	<b>0.852</b>	0.242	0.402	0.479
F5	0.143	0.104	<b>0.821</b>	0.216	0.456	0.481
SP1	0.484	0.377	0.227	<b>0.848</b>	0.085	0.173
SP2	0.430	0.380	0.292	<b>0.827</b>	0.141	0.123
SP3	0.443	0.485	0.280	<b>0.822</b>	0.024	0.121
SP4	0.565	0.527	0.180	<b>0.738</b>	-0.050	0.017
SP5	0.483	0.532	0.178	<b>0.778</b>	-0.078	0.119
WQ1	0.022	-0.223	0.498	0.010	<b>0.882</b>	0.513
WQ2	0.036	-0.193	0.488	0.022	<b>0.877</b>	0.536
WQ3	0.038	-0.187	0.499	0.066	<b>0.890</b>	0.478
WQ4	0.003	-0.223	0.435	-0.002	<b>0.894</b>	0.528
WQ5	0.111	-0.115	0.459	0.124	<b>0.825</b>	0.496
WQ6	-0.037	-0.127	0.509	0.078	<b>0.803</b>	0.531
SCI3	0.064	-0.061	0.549	0.119	0.567	<b>0.720</b>
SCI4	0.292	0.293	0.334	0.235	0.279	<b>0.713</b>
SCI5	0.296	0.105	0.397	0.193	0.420	<b>0.797</b>
SCI6	0.037	-0.025	0.447	-0.012	0.476	<b>0.785</b>



Table 4: Discriminant validity

Construct	IS	ES	F	SP	WQ	SCI
Informational Support	<b>0.884</b>	0.696	0.258	0.583	0.032	0.211
Emotional Support	0.604	<b>0.886</b>	0.075	0.550	-0.207	0.079
Flow	0.219	0.090	<b>0.818</b>	0.302	0.558	0.587
Social Presence	0.708	0.659	0.346	<b>0.785</b>	0.057	0.224
Web Quality	0.084	0.222	0.630	0.115	<b>0.863</b>	0.687
Social Commerce Intention	0.289	0.191	0.717	0.168	0.597	<b>0.755</b>

Note: Square root of the AVE in bold (main diagonal). Fornell-Larcker criterion (above the main diagonal) and the Heterotrait-Monotrait Ratio (HTMT) (below the main diagonal)

## 4.2 Assessment of the Structural Model

The recommended method of assessing the structural model is to start by evaluating the square of the coefficient of multiple correlations ( $R^2$ ), which indicates the amount of variance in the construct due to the model. In our case,  $R^2$  for the social commerce intention variable is 0.476 and thus far greater than the recommended minimum (0.1) [16].

We then studied the standardised regression coefficients to find the relative importance of the factors in the endogenous variables. Values greater than 0.3 are recommended [8]. However, values greater than 0.2 are permitted in exploratory studies or when they are applied to different sectors. The emotional support - social commerce intention relationship has a lower coefficient than the recommended minimum, and the informational support - social commerce intention and social support - social commerce intention relationships are not significant.

The estimator provided by the Stone-Geisser or  $Q^2$  test [19], [53] using blindfolding (Omission Distance = 7), which was used to analyse the predictive capacity of the dependent constructs and the endogenous variables, produced values greater than the recommended minimum (0.4) except for the social presence variable. The greater  $Q^2$  is, the more predictive relevance a model has. The  $Q^2$  value for social commerce intention is 0.635.

The effect size ( $f^2$ ) also verified the suitability of the model. This coefficient measures whether an independent latent variable impacts substantially on a dependent latent variable.  $f^2$  values of between 0.02 and 0.15, between 0.15 and 0.35, and 0.35 or greater indicate whether an exogenous latent variable has small, medium or big effect, respectively [8]. Four of the relationships in table 5 show a small or negligible effect, whilst one has a medium effect.

Lastly, the SRMR (Standardized Root Mean Square Residual) [28] enables us to compare the difference between the observed and predicted correlations and thus adjust the model. A value less than 0.08 is considered acceptable. The value in our model is on the limit, meaning the proposed model adjustment is partially correct.

Table 5: Assessment of the structural model (bootstrapping = 5000)

Relationship	Path	$f^2$	$Q^2$	$R^2$	SRMR
Informational Support → Social Commerce Intention	0.090	0.008			
Emotional Support → Social Commerce Intention	0.139**	0.019			
Flow → Social Commerce Intention	0.338***	0.133			
Social Presence → Social Commerce Intention	-0.088	0.008			
Web Quality → Social Commerce Intention	0.439***	0.228			
Informational Support			0.536		
Emotional Support			0.597		
Social Presence			0.275		
Flow			0.435		
Website Quality			0.410		
Social Commerce Intention			0.635	0.476	0.080

Note: \*\*\*  $p < 0.001$ , \*\*  $p < 0.10$ .

The results of the analyses confirm and verify the relevance of hypotheses 3 and 5. Conversely, the analyses provide no empirical support for hypotheses 1 and 4. Based on Chin [8], hypothesis 2 is not supported by sufficient empirical evidence either, since the path coefficient is less than 0.2 despite its significance. However, given the

exploratory nature of SC research, recent studies have accepted relationships between variables with a path coefficient less than the minimum value cited in the literature as being significant [7], [38].

## 5 Discussion

This section discusses the theoretical and managerial implications of the results. The present study expands the consumer behaviour theory by exploring predictors of intention to social commerce. The findings can help e-commerce practitioners to improve the way they use social tools in their websites.

### 5.1 Theoretical Implications

Social media has changed how we shop online. In addition to the tools which enable businesses to offer their products to consumers, the Internet now has others which allow users to interact with one another by rating and assessing products, thus facilitating purchase decisions. These changes have led to what is known as social commerce (SC), in which users can make and share comments, ratings and reviews of products at any point in the buying process [25], [31], [37]. Previous studies have looked at how different variables influence SC intention on social networking sites [35], [36], [59], [60]. However, there has been little research into factors which influence SC intention on traditional e-commerce sites with integrated social tools (e.g. blogs, reviews, product ratings). To contribute to a better understanding of this field, we have introduced a Social Commerce Intention Model (SCIM) for traditional e-commerce sites where social tools are integrated. The influences of five antecedents to SC intention for traditional e-commerce sites have been assessed. Our model is based on research by [36], [59], and on social support theory, the Stimulus-Organism-Response model and social exchange theory.

The SCIM shows that SC intention on these types of websites is affected mainly by web quality and flow, and to a lesser degree by emotional social support, whilst social presence and informational support have no significant influence. These findings have some important implications for researchers and practitioners interested in social commerce.

First, the positive influence of web quality on SC intention is consistent with previous studies involving social networking sites [10], [36]. The possibility of efficiently sharing experiences and consulting the opinions of other users largely depends on web quality. A good quality website facilitates quick, simple and easy dissemination and access to information, and in fact is the variable in this study with the greatest influence on SC intention. This is why there is a significant difference between our study and other SC studies based on social networking sites, where web quality has a lesser influence than the two social aspects of the website. This suggests a need to look deeper into the role of web quality in different types of SC websites.

Second, flow has a positive influence on SC intention, which is consistent with previous studies [38], [59]. The sensations experienced by the users when they engage in SC awaken their curiosity, interest and imagination, which in turn encourages enjoyment and a retreat from their surroundings. By confirming the influence of flow on traditional e-commerce sites which have integrated social tools, the results of this study therefore broaden the literature and facilitate a better understanding of user intention to participate in SC.

Third, users also have greater SC intentions when they feel emotionally supported by other users, as indicated by previous studies [7], [36], [59]. In our research, however, emotional support has a lesser effect. There are various possible reasons for this. The results may have been influenced by the small size of the SC online community used in our research, or even by the participation of a high number of occasional consumers who do not participate in the community. Furthermore, the nature of the product itself (t-shirts) may not provide enough of an incentive for user interaction, or may mean that users encounter few difficulties in the buying process requiring the emotional support of other users to help resolve them. This suggests that emotional support has little effect on SC intention in cases involving low-risk, easy-to-purchase, hedonic products. However, we recommend further study into this relationship in order to obtain conclusive results.

Fourth, contrary to what we expected, the effects of social presence and informational social support are not significant. This differs from the findings of [36], [59] in their research into SC which is based on social networks. Social presence may not affect SC intention because of the relative unimportance of the relationships with other consumers. In this case, users may be more interested in obtaining useful advice for improving their purchase decision than interacting with other users to create social links. This could be attributed to the characteristics of the website as well as user profiles. It may be that users feel a certain level of stress when interacting online because of factors such as social comparison or lack of control, amongst others, which could also explain the negative value of the relationship between social presence and SC intention. These results suggest the need for more in-depth study of the influence of social presence on SC websites.

Informational support does not impact on SC intention because users may pay little heed to the information received from other users given the type of product involved (considered low-cost and low-risk). Informational support is typically used for solving problems or confronting difficulties in the purchase process, and we would therefore expect it to affect SC intention. However, this has not been the case. These results suggest that the effect of informational

support may depend on the nature of the product and the type of purchase, and that it is less significant for hedonic, low-cost purchases. This study therefore broadens the literature on the influence of informational support on SC websites.

Overall, in this type of website SC intention depends on the website functioning properly, a purchase experience which is easy, fast and aesthetically pleasing, and to a lesser extent on the support of other users in choosing and buying their products. Previous studies focussed on social networking sites which mainly seek to establish or maintain relationships or on large e-commerce sites with a high number of users. The website used in our study (Site 1) does not have as many users as other platforms as Amazon (Site 2). It may be that its users essentially want a quality, flawless and aesthetically pleasing experience. They interact with one another, although the social component is not the most important aspect and does not determine the SC intention. This may be because the product is exclusive (it is only marketed on this website and in limited numbers). These characteristics suggest a user profile which values exclusivity and difference. Someone who is part of a minority and therefore not inclined to participate in large communities geared towards the market majority (e.g. Zara). Users are more prone to practice SC when a website fulfils their wishes efficiently and flawlessly, and when the online environment encourages flow.

## 5.2 Managerial Implications

This study contributes to improve the management of traditional e-commerce sites with their own integrated social tools (e.g. forums, reviews). These results can help managers working with these types of websites to decide on the level of social tools they should provide and the extent to which they should be integrated on an e-commerce site, as well as to assess interest in setting up a user community. Such businesses can choose to focus on web and service quality, which may involve eliminating faults in user navigation so that they can navigate quickly and efficiently, and ensuring that the service is delivered under the agreed conditions and within a short time frame. To increase the use of SC, web quality must be improved to promote dissemination and consultation of the information generated by users in an easy, quick and friendly way.

SC intention will also increase if the website encourages a flow experience. Companies must design efficient interactive processes which the user enjoys effortlessly and which encourage the users to lose themselves in the experience. This could be achieved, for example, by designing simple purchase processes where the users can see, select and pay for the products they are interested in with just a few steps. From a social perspective, companies should increase the recommendation options beyond a mere rating, and enable users to express themselves freely through a forum. A flow experience would also be encouraged by allowing users to co-create new products, e.g. suggesting design ideas or commenting on new proposals from the company. Real-time interaction with other users in making their purchase decision would also contribute in this regard.

Social tools are perhaps an important but not determining factor for small e-commerce websites offering low-risk products. They should therefore be incorporated in the website but without becoming the backbone of the business strategy, so that users can receive support if they need it, and participate and interact in ways that inform their purchase decision. However, the use of these tools will depend on the level of user participation, and the company must therefore encourage this. We recommend employing easy-to-use tools which are integrated in the purchase process. Managers need to formulate social commerce strategies, and should demonstrate an active presence across social media platforms to facilitate social interaction with consumers and motivate them to share their experiences regarding products or services.

Another option is to create a community for the most frequent users which encourages, rewards and increases their participation. This may lead to better positioning in search engines, an increase in the amount of information available, cooperation of the community to resolve problems and doubts, and greater SC intention because the user feels more integrated in the group [25], [27], [59].

Lastly, emotional support should also be improved via messages centred around emotional aspects - such as care of others, empathy, understanding, etc. - which make the person receiving the messages feel valued [36] and favour SC intention.

## 6 Conclusions

The SCIM shows that three factors influence consumer behavioural intentions for e-commerce sites with integrated social tools (e.g. chats, forums, product reviews). Their influence in this case is different than in the case of social commerce sites based on social networks. We found that web quality and an immersive experience or flow are more important. Emotional social support is also important, but to a lesser degree than the effect observed for social commerce based on social networks. Websites with integrated tools therefore do not seem to encourage links between users to the same extent. In contrast, social presence and informational social support are not significant factors in social commerce intention. The former may be because the relational elements on the website which are used for data collection have little effect, and the latter due to the product being sold. Being a low-risk item, the information obtained from other users is less important.

Like any empirical study, this research is subject to a series of limitations and should be interpreted with care. The sample was limited to 201 consumers on one e-commerce site with integrated social tools, and its narrow profile may have affected the results. The research could be extended to similar websites involving different products or sectors, and with variations in the size of the user community. Future research could also assess effects between antecedent variables, which would have indirect effects on social commerce intention. We also recommend increasing the dimensions of variables such as flow or web quality to improve knowledge of their effect on social commerce intention. In addition, other relationships between the current variables could be analysed (e.g. social presence and web quality as antecedents of flow). Moreover, the model could be broadened to include other mediating variables such as user trust, satisfaction or their engagement with the community [7], [33], [42], or moderating variables such as age, gender or experience of use, in order to analyse their impact on social commerce intention. Lastly, since this was a transversal study, no assessment was made of how the users themselves developed within the community.

## Websites List

Site 1: Qwertee  
<https://www.qwertee.com/>

Site 2: Amazon  
<https://www.amazon.com/>

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## Appendix A: Measurement Scales

Construct, code and items	Type of scale	Source
<p>Informational Support</p> <p>IS1: On the social commerce website, some people would offer suggestions when I needed help.</p> <p>IS2: When I encountered a problem, some people on the social commerce website would give me information to help me overcome the problem.</p> <p>IS3: When faced with difficulties, some people on the social commerce website would help me discover the cause and provide me with suggestions.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p>Emotional Support</p> <p>ES1: When faced with difficulties, some people on the social commerce website are on my side.</p> <p>ES2: When faced with difficulties, some people on the social commerce website comforted and encouraged me.</p> <p>ES3: When faced with difficulties, some people on the social commerce website listened to me talk about my private feelings.</p> <p>ES4: When faced with difficulties, some people on the social commerce website expressed interest and concern in my well-being.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p>Social Presence</p> <p>SP1. When surfing the social commerce website, the interaction with the other customers is personal.</p> <p>SP2. When surfing the social commerce website, the interaction with the other customers is warm.</p> <p>SP3. When surfing the social commerce website, the interaction with the other customers is close.</p> <p>SP4. When surfing the social commerce website, the interaction with the other customers is humanising.</p> <p>SP5. When surfing the social commerce website, the interaction with the other customers is emotional.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[59]
<p>Flow</p> <p>F1. My imagination is aroused when I interact within the social commerce website.</p> <p>F2. I feel curious when interacting on the social commerce website.</p> <p>F3. The interaction on the social commerce website is interesting.</p> <p>F4. I am absorbed in the interactions on the social commerce website.</p> <p>F5. It is fun to interact on the social commerce website.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[59]
<p>Web Quality</p> <p>WQ1: The social commerce website has a function that allows users to provide quick responses and feedback.</p> <p>WQ2: The social commerce website offers me a variety of alternatives for solving my problems.</p> <p>WQ3: The social commerce website provides a friendly user interface.</p> <p>WQ4: The social commerce website makes it easy to contact my friends.</p> <p>WQ5: The social commerce website makes it easy to provide information to my friends.</p> <p>WQ6: The social commerce website has up-to-date hardware and software.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]
<p>Social Commerce Intention</p> <p>SCI1: I am willing to share my experiences and suggestions when my friends on the social commerce website want my advice on buying something.</p> <p>SCI2: I am willing to share my own shopping experience with my friends on the social commerce website.</p> <p>SCI3: I am willing to recommend a product that is worth buying to my friends on the social commerce website.</p> <p>SCI4: I will consider the shopping experiences of my friends on the social commerce website when I want to shop.</p> <p>SCI5: I will ask my friends on the social commerce website to provide me with their suggestions before I go shopping.</p> <p>SCI6: I am willing to buy the products recommended by my friends on the social commerce website.</p>	5-point scale from 1 (strongly disagree) to 5 (strongly agree).	[36]