

ABSTRACT

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THE EFFECTS OF SOCIAL SUPPORT TOWARD SOCIAL COMMERCE INTENTION IN INSTAGRAM: MEDIATING ROLE OF PERCEIVED USEFULNESS, TRUST AND SUBJECTIVE NORM

(XIII, 153 pages, 13 figures, 32 tables and 3 appendices)

Nowadays, s-commerce has quickly become an important component of business tools, driving more individuals to access s-commerce to create new businesses and conduct transactions. This s-commerce has evolved into an e-commerce where every transaction and businesses are developed by the rapid usage of internet. This research is being conducted to find out and understand the effect of negative comments appeared in Instagram platform. The goal of this research is to build on the technology acceptance model, theory of planned behavior and theory of reasoned action to investigate the link of variables between social support and social commerce intention which mediated by perceived usefulness, trust and subjective norm. In this study, social support variables are using a second order model, which is represented by informational support and emotional support. The independent variables in this study include social support, trust, subjective norm and perceived usefulness. Researcher employed a quantitative method and a non-probability sampling method which is purposive sampling and the data obtained by distributing online questionnaires using google forms. There are 30 samples obtained for preliminary testing and 260 samples taken for actual testing, with the requirements of having an Instagram account and ever purchased a product promoted by Instagram. The preliminary study's data are subjected to reliability and validity testing. The reliability and validity of the data obtained for the actual test are examined. Next, the data is examined using Structural Equation Modeling (SEM) to evaluate each hypothesis and generate a conclusion. As a result, all eight hypotheses are supported. This study includes, managerial implications, recommendations for future research and theoretical implications.

Keywords: *Social support, trust, perceived usefulness, subjective norm, social commerce intention*

References: 287 (2008-2021)