

# Analisis Pengaruh Social Support terhadap Trust pada Social Commerce dan Dampaknya terhadap Intention to Purchase dan Actual Purchase: Perspektif Trust-Transfer = Analysis of the Effect of Social Support on Trust on Social Commerce and Its Impact on Intention to Purchase and Actual Purchases: A Trust-Transfer Perspective

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## Abstrak

Kepopuleran social commerce menyebabkan ketergantungan konsumen terhadap pengalaman berbelanja konsumen lain. Hal ini mendorong terjadinya interaksi yang frekuen karena adanya dukungan informasi dan emosional yang diberikan oleh pengguna (penjual dan pembeli) sehingga trust memainkan peran yang penting pada social commerce. Penelitian ini dilakukan untuk mengetahui pengaruh dari social support yaitu emotional dan informational support terhadap trust dan dampaknya terhadap intention to purchase hingga actual purchase. Penelitian ini meneliti trust pada social commerce dari perspektif trust-transfer di mana terjadi transfer kepercayaan dari members ke platform dan dari platform ke seller. Target responden dari penelitian ini adalah konsumen yang pernah melakukan transaksi melalui social commerce. Data dikumpulkan dengan menggunakan metode survei online yang disebar melalui media sosial. Sebanyak 1.366 data valid yang terkumpul diolah dengan metode CB-SEM menggunakan program AMOS 24.0. Hasil pengolahan data menunjukkan bahwa informational support memiliki pengaruh signifikan terhadap trust towards members dan trust towards sellers serta emotional support terhadap trust towards members. Akan tetapi, tidak terdapat pengaruh signifikan dari emotional support terhadap trust towards seller. Penelitian ini juga menemukan bahwa terjadi trust-transfer dari members ke platform dan dari platform ke seller. Selain itu, trust memiliki pengaruh signifikan terhadap intention to purchase yang juga berpengaruh signifikan terhadap actual purchase.

.....The popularity of social commerce lead to consumer's dependence on the shopping experience of other consumers. The exchange of informational and emotional support encourages the interaction among users hence trust plays an important role on social commerce. This study was conducted to determine the effect of social support (emotional and informational support) on trust and its impact on intention to purchase to actual purchases made by users. This study examines trust in social commerce from a trust-transfer perspective where trust-transfer occurs from members to platform and from platform to seller. The respondents of this study are consumers who have done transactions through social commerce. Data was collected using an online survey which was distributed via social media. A total of 1,366 valid data were collected and processed with CB-SEM method using AMOS 24.0 program. The result shows that informational support has significant effect on trust towards members and trust towards sellers and emotional support on trust towards members. However, emotional support has no significant effect on trust towards seller. This research also found that trust-transfer was occurred from members to the platform and from the platform to the seller. In addition, trust has a significant effect on intention to purchase which also has a significant effect on actual purchases.