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Social Commerce: Analysis of Influence Factors Customer Experience Management on Purchase Decision

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A B S T R A C T

The Internet is a technological breakthrough that disrupts many sectors around the world. The rapidly growing technology and internet in the business world gave rise to the term e-commerce. The use of the internet in social media increases online shopping transactions which in turn gives rise to a new term, namely social commerce. A social commerce strategy for managing experiences in designing and reacting to customer interactions with the aim of meeting or exceeding customer expectations is called Customer Experience Management (CXM). Where is the purchase decision that measures the decision-making process and consumer purchasing activities in social commerce. The purpose of this study is to examine and analyze the CXM factors that influence purchasing decisions in social commerce by using an empirical test that begins with a literature study and a questionnaire. Questionnaires were distributed to social commerce users using Google Forms. The data that has been collected will be processed using SmartPLS with validity, reliability, and regression tests. The results show that CXM factors that influence purchasing decisions in social commerce are reciprocity, consistency, transparency, and engagement, and CXM is able to convince entrepreneurs to develop business strategies that focus on improving consumer purchasing decisions and business profits.

1. Introduction

The rapid development of technology in the digital era as it is today has been greatly impacted the development of information technology, namely the internet. With the internet, millions of people almost all over the world can connect to a wide network, it is also very helpful and makes it easier to provide comfort in every job. Indonesia is one of the countries with the highest number of internet usage. This can be seen from the use of the internet in Indonesia in 2021 to increase to 202.5 million people compared to the previous year which was 175.4 million people [1]. The increase in the number of internet usage is one of the factors caused by the current Covid-19 pandemic condition which finally determined policies for work, school and activities from home. Based on the survey results, the highest internet usage is used for social media as much as 51.5%, secondly for communication via messages, third and fourth for games, and fifth for online shopping transactions [2].

The development of technology and the internet has had a big impact, one of which is for the business industry. Previously people could only shop by going to the market or other shopping centers, now with only smartphones, computers, or laptops people are able to do online shopping without having to go anywhere. This is believed to be able to increase the effectiveness and efficiency in shopping. With technology and the internet, the development of the business industry is able to move faster, starting with the emergence of the term e-commerce as a place for buying and selling transactions online in recent years. It does not stop there,

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the high use of the internet for social media and the increasing number of online shopping transactions have now led to a new business model, namely social commerce. E-commerce supported by SNS (Social Networking Sites) and website 2.0 such as social media has evolved into social commerce to support social technology interactions via the internet that has never existed before [3]. The use of social commerce is beneficial for both buyers and sellers because it can simplify social interactions between customers in supporting online shopping transactions [4].

However, in fact there are still many companies that do not feel the maximum impact and benefits from using social commerce even after spending a lot of money for it [5]. Based on the results of a survey conducted to 97 online companies from small to large scale shows that as many as 52% of companies admit that the impact of using social commerce on their sales is only less than 5% compared to the costs they have spent [6]. Social commerce involves customers as the main factor in determining the success of the company to achieve its goals and places social experience as a priority and secondary focus on shopping activities [7].

The company's customer purchasing decisions require a strategy that does not only focus on the quality of the products and services presented but through its products and services the company also needs to present memorable experiences for customers to be interested and willing to make purchases on the company's products. The experience strategy is managed by Customer Experience Management (CXM). CXM is an experience management process and activities in designing and reacting to customer interactions with the aim of meeting or exceeding customer expectations, thereby increasing customer satisfaction, loyalty, and advocacy [8].

In Indonesia, the use of social commerce as a tool to support buying and selling activities has increased more or less three times throughout 2020 and continues to increase sharply to this day. This is due to the Covid-19 pandemic which has accelerated the digital transformation process, which was initially predicted to occur in the next five years but only took place in eight weeks, especially for business people and consumers [9]. Consumer behavior can affect the experience (CXM) when consumers carry out buying and selling activities [10].

CXM is considered to have been quite successful as a customer records system in an effort to capture, store, process and share data for enterprise management, process efficiency and business analysis purposes that provide direct benefits to customers compared to CRM [8]. CXM is more qualitative in nature and leverages CRM data in customer service and seeks to improve the customer 'experience'. With the application of CXM, customers are expected to be able to differentiate products and services from one another because they can feel and gain direct experience both before and when customers use the product.

2. Method

This study will use a model that is formed based on Customer Experience Management (CXM) factors that affect purchase decisions which include Listening, Responding, Connecting, Collaborating, Reciprocity, Consistency, Transparency, and Engagement. Population is the total number of individuals whose characteristics are to be studied [11]. The population in this study were all internet users located in Jakarta, Indonesia. The sample is part of the population with certain characteristics about the thing to be studied [12].

The method used for sampling in this study is simple random sampling. Sampling of the study was carried out using the Slovin formula with a significance level of 90%-95% or an error tolerance level of 5% or 0.05 [13]. Based on the representative population in DKI Jakarta, which is 8.9 million internet users [14], so that the number of samples that will be used is 418 respondents with the subject in this study being consumers of social commerce users.

The data collection method used in this research is a questionnaire using Google Form tools. The measurement scale used is using a Likert scale with a scale range of 1 to 5, where 1 indicates strongly disagree and 5 indicates strongly agree. The data analysis method used in this study uses the SmartPLS statistical software with measurements in the form of validity testing, reliability testing, then standardized loading factor, confirmatory factory analysis, composite reliability, AVE, discriminant and regression analysis.

2.1 Theoretical Thingking Framework and Hypothesis Formulations

According to Schmitt, Customer Experience Management (CXM) is a process that strategically implements customer experience regarding a product or company [8]. Aims to form loyal customers by touching the emotions of customers by creating a positive experience and feeling towards the products and services

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offered [15]. One of the main aspects of CXM is that online interactions and social media have become the dominant (social commerce) platform for conducting these online interactions with customers [16]. So that there is a close relationship between CXM and social commerce.

Handrakho's research model (2019) provides insight into current social networking trends regarding the impact of social experience on purchase decisions in the context of social commerce. Research was also conducted by Boy (2017) which specifically provides insight into how the influence of customer experience on purchase decisions or purchasing decisions on Tokopedia, where Tokopedia is known as one of the social commerce platforms. Himanen (2011) provides a discussion of variables from Social CRM regarding Listening, Responding, Connecting, and Collaborating, in which Social CRM is CXM. Dan Pawitra (2012) who provides insight into the discussion of variables from Social CRM (Reciprocity, Transparency, Consistency, and Engagement), in which Social CRM is CXM.

Based on the discussion of several research models above, the authors combine and modify the models from the studies that have been discussed by proposing hypotheses on eight variables, namely Listening, Responding, Connecting, Collaborating, Reciprocity, Consistency, Transparency, and Engagement on the purchase decision made. will prove that whether or not these factors can affect customers in shopping at social commerce.

Hypothesis: Variable (X) affects purchase decisions on social commerce.

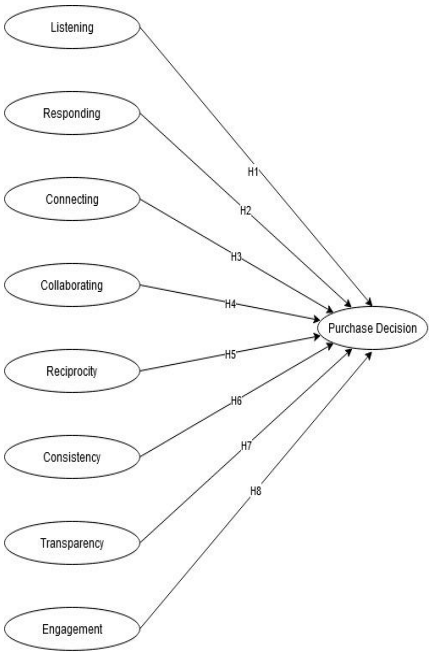

Fig 1. Research Model

3. Result and Analysis

3.1 Description of Research Sample

Based on the results of the study, it showed that the respondents in this study were those who had similar experiences with researchers who used social commerce with a total of 418 respondents consisting of 232 men and 186 women. The age group of 20 – 31 years is the most dominant with 271 people from the total respondents, while the most dominant occupation is private employees, as many as 234 people from the total respondents and as many as 185 respondents spend an average of Rp. 500,000 – Rp 1,000,000 per month for shopping on social commerce is the most dominant.

3.2 Description of Research Construct

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The description of the construct was carried out to see if the type of distribution of the data owned varied or not, the assessment was taken from each construct in this study. If the standard deviation value tends to approach the minimum number and is greater than the mean value, it means that the distribution of the data held varies. The results show that the distribution of the data held in each construct of the research variable is less varied.

3.3 Outer Model

a. Validity Test

Table 1.
Result of Validity Test

Variable	Item	Correlation Coefficient	Description	Variable	Item	Correlation Coefficient	Description
Listening (X1)	X1.1	0.905	Valid	Consistency (X6)	X6.1	0.885	Valid
	X1.2	0.883	Valid		X6.2	0.912	Valid
	X1.3	0.905	Valid		X6.3	0.899	Valid
	X1.4	0.901	Valid		X6.4	0.915	Valid
	X1.5	0.899	Valid	Transparency (X7)	X7.1	0.875	Valid
Responding (X2)	X2.1	0.880	Valid		X7.2	0.909	Valid
	X2.2	0.897	Valid		X7.3	0.913	Valid
	X2.3	0.923	Valid		X7.4	0.909	Valid
	X2.4	0.898	Valid	Engagement (X8)	X8.1	0.878	Valid
Connecting (X3)	X3.1	0.875	Valid		X8.2	0.879	Valid
	X3.2	0.919	Valid		X8.3	0.871	Valid
	X3.3	0.923	Valid		X8.4	0.870	Valid
	X3.4	0.893	Valid		X8.5	0.883	Valid
Collaborating (X4)	X4.1	0.877	Valid		X8.6	0.901	Valid
	X4.2	0.881	Valid	Purchase Decision (Y)	Y.1	0.901	Valid
	X4.3	0.905	Valid		Y.2	0.890	Valid
	X4.4	0.928	Valid		Y.3	0.885	Valid
Reciprocity (X5)	X5.1	0.885	Valid		Y.4	0.885	Valid
	X5.2	0.912	Valid		Y.5	0.867	Valid
	X5.3	0.899	Valid				
	X5.4	0.915	Valid				

In this study, it shows that all data have a Sig value. ranging from 0.000 <0.05 with a correlation coefficient (rcount) of 0.870 to 0.928 > r table (0.098 at = 5% of 418 respondents). It can be concluded that all items are declared valid to be used as a variable measuring tool because they have met the requirements of indicator validity.

b. Confirmatory Analysis Test

Table 2.
Result of Confirmatory Analysis Test

Variable	Item	Standardized Loading Factors	Description	Variable	Item	Standardized Loading Factors	Description
Listening (X1)	X1.1	0.905	Qualify	Consistency (X6)	X6.1	0.907	Qualify
	X1.2	0.883	Qualify		X6.2	0.891	Qualify
	X1.3	0.905	Qualify		X6.3	0.914	Qualify
	X1.4	0.901	Qualify		X6.4	0.901	Qualify
	X1.5	0.899	Qualify	Transparency (X7)	X7.1	0.875	Qualify
Responding (X2)	X2.1	0.880	Qualify		X7.2	0.909	Qualify
	X2.2	0.897	Qualify		X7.3	0.913	Qualify
	X2.3	0.923	Qualify		X7.4	0.909	Qualify
	X2.4	0.898	Qualify	Engagement (X8)	X8.1	0.878	Qualify
Connecting (X3)	X3.1	0.875	Qualify		X8.2	0.879	Qualify
	X3.2	0.919	Qualify		X8.3	0.871	Qualify
	X3.3	0.923	Qualify		X8.4	0.870	Qualify
	X3.4	0.893	Qualify		X8.5	0.883	Qualify
Collaborating (X4)	X4.1	0.877	Qualify		X8.6	0.901	Qualify
	X4.2	0.881	Qualify	Purchase Decision (Y)	Y.1	0.901	Qualify
	X4.3	0.905	Qualify		Y.2	0.890	Qualify
	X4.4	0.92	Qualify		Y.3	0.884	Qualify

Variable	Item	Standardized Loading Factors	Description	Variable	Item	Standardized Loading Factors	Description
Reciprocity (X5)	X5.1	0.885	Qualify		Y.4	0.885	Qualify
	X5.2	0.912	Qualify		Y.5	0.867	Qualify
	X5.3	0.899	Qualify				
	X5.4	0.915	Qualify				

In this study, it was shown that each variable stated that all of the items met the requirements because the outer loading value was > 0.5, with a value between 0.8 to 0.9. Then all indicator items are declared to be sufficient to meet the requirements with the existing provisions.

c. Reliability Test

Table 3.
Result of Reliability Test

Variable	Composite Reliability	Cronbachs Alpha	Description
Listening (X1)	0.955	0.941	Reliable
Responding (X2)	0.944	0.922	Reliable
Connecting (X3)	0.946	0.927	Reliable
Collaborating (X4)	0.943	0.921	Reliable
Reciprocity (X5)	0.946	0.925	Reliable
Consistency (X6)	0.947	0.925	Reliable
Transparency (X7)	0.946	0.925	Reliable
Engagement (X8)	0.954	0.942	Reliable
Purchase Decision (Y)	0.948	0.931	Reliable

This study shows that all data have Cronbach's Alpha if items deleted > 0.7 with values ranging from 0.921 to 0.942. It can be concluded that all items are said to be reliable so that the respondents' answers are consistent and reliable.

d. Discriminant Validity Test

Table 4.
Result of Discriminant Validity Test

	X1	**X2**	**X3**	**X4**	**X5**	**X6**	**X7**	**X8**	**Y1**
Listening (X1)	**0.899**								
Responding (X2)	0.072	**0.899**							
Connecting (X3)	0.077	0.013	**0.903**						
Collaborating (X4)	0.086	0.086	0.049	**0.898**					
Reciprocity (X5)	0.100	-0.002	0.080	0.070	**0.903**				
Consistency (X6)	0.100	0.086	0.035	0.013	0.049	**0.903**			
Transparency (X7)	0.050	-0.008	0.111	-0.048	0.109	0.137	**0.902**		
Engagement (X8)	0.140	0.127	0.102	0.078	0.059	0.106	0.132	**0.880**	
Purchase Decision (Y)	0.075	0.102	0.066	0.041	0.131	0.233	0.168	0.188	**0.885**

In this study, it shows that the value of the square root of the average variant extracted (AVE) value is the highest in the variables it forms compared to the values in other variables. Then all variables are declared to have good discriminant validity and meet the criteria with existing conditions.

3.4 Hypothesis Test

Based on the data that has been processed, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistics value where the research hypothesis could be declared acceptable if the P-Value > 0.05 and the T-Statistics value > T table.

The following is the hypothesis in this study:

- H_0 : There is no influence between the independent variables on the dependent variable partially
- H_1 : There is an influence between the independent variables on the dependent variable partially

In this study there are two decision criteria, as follows:

- If the P-Value > 5% or 0.05 and the T-Statistics value < T table value (t(0.05, 416) = 1.966) then H_0

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is accepted and H_1 is rejected.

- If the P-Value < 5% or 0.05 and the T-Statistics value > T table value (t(0.05, 416) = 1.966) then H_0 is rejected and H_1 is accepted.

The results of hypothesis testing are shown in the following table:

Table 5.
Result of Regression

Path	Koeficient Path	P-Value	T Statistics	Description
Listening (X1) -> Purchase Decision	0.0157	0.7912	0.2649	Not Significant
Responding (X2) -> Purchase Decision	0.0701	0.1555	1.4231	Not Significant
Connecting (X3) -> Purchase Decision	0.0246	0.6447	0.4615	Not Significant
Collaborating (X4) -> Purchase Decision	0.0203	0.7223	0.3557	Not Significant
Reciprocity (X5) -> Purchase Decision	0.0993	0.0277	2.2092	Significant
Consistency (X6) -> Purchase Decision	0.1934	0.0000	4.2181	Significant
Transparency (X7) -> Purchase Decision	0.1154	0.0072	2.7002	Significant
Engagement (X8) -> Purchase Decision	0.1358	0.0031	2.973	Significant

H1: The effect of listening (X1) on purchase decisions on social commerce

The path coefficient value is positive at 0.0157. Listening has no significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.7912 > 0.05 and the T-Statistics value is 0.264 < T table value (1.996), so the hypothesis H_0 is accepted. This means that there is no significant effect of Listening (X1) on purchase decisions in social commerce.

H2: Responding has an effect on purchase decisions in social commerce

The path coefficient value is positive at 0.0701. Responding has no significant effect on purchase decisions on social commerce because it is known that the P-Value value is 0.1555 > 0.05 and the T-Statistics value is 1.4231 < T table value (1.996), so the hypothesis H_0 is accepted. This means that there is no significant effect of Responding (X2) on purchase decisions in social commerce.

H3: Connecting affects purchase decisions on social commerce

The path coefficient value is positive at 0.0246. Connecting has no significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.6447 > 0.05 and the T-Statistics value is 0.4615 < T table value (1.996), so the hypothesis H_0 is accepted. This means that there is no significant effect of Connecting (X3) on purchase decisions in social commerce.

H4: Collaborating has an effect on purchase decisions in social commerce

The path coefficient value is positive at 0.0203. Collaborating has no significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.7223 > 0.05 and the T-Statistics value is 0.3557 < T table value (1.996), so the hypothesis H_0 is accepted. This means that there is no significant effect of Collaborating (X4) on purchase decisions in social commerce.

H5: Reciprocity affects purchase decisions in social commerce

The path coefficient value is positive at 0.0993. Reciprocity has a significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.0277 <0.05 and the T-Statistics value is 2.2092 < T table value (1.996), so the hypothesis H_1 is accepted. This means that there is a significant effect of Reciprocity (X5) on purchase decisions in social commerce.

H6: Consistency affects purchase decisions in social commerce

The path coefficient value is positive at 0.1934. Consistency has a significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.0000 <0.05 and the T-Statistics value is 4.2181 < T table value (1.996), so the hypothesis H_1 is accepted. This means that there is a significant effect of Consistency (X6) on purchase decisions in social commerce.

H7: Transparency affects purchase decisions in social commerce

The path coefficient value is positive at 0.1154. Transparency has a significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.0072 <0.05 and the T-Statistics value is 2.7002 < T table value (1.996), so the hypothesis H_1 is accepted. This means that there is a significant effect of Transparency (X7) on purchase decisions in social commerce.

H8: Engagement affects purchase decisions on social commerce

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The path coefficient value is positive at 0.1358. Engagement has a significant effect on purchase decisions in social commerce because it is known that the P-Value value is 0.0031 <0.05 and the T-Statistics value is 2.973 < T table value (1.996), so the hypothesis H_1 is accepted. This means that there is a significant influence of Engagement (X8) on purchase decisions in social commerce.

3.5 Discussion of Research Results

The regression equation of the model in this study, as follows:

$$Y = 0,0157(X1) + 0,0701(X2) + 0,0246(X3) + 0,0203(X4) + 0,0993(X5) + 0,1934(X6) + 0,1154(X7) + 0,1358(X8)$$

Based on the above equation, it can be seen that of the 8 independent variables used in this research model, there are 4 independent variables, namely reciprocity, consistency, transparency, and engagement which have a significant influence on purchase desicion on social commerce with a given effect of 0, 5439 for every 1 change in value that occurs in the 4 independent variables.

This means that for every additional 1 value of the 4 independent variables, the value of the purchase decision dependent variable will increase or increase by 0.5439. The occurrence of every 1 value reduction from the 4 independent variables, the value of the purchase decision variable will decrease or decrease by -1.528. In total, the magnitude of the influence that can be given from all independent variables is 0.6746 for every 1 change in value that occurs in all these variables.

The most dominantly influential variable based on the results of the path coefficient test above is the Consistency variable (X6) because it has a P-Value of 0.000 with the highest Path Coefficient value away from zero, which is 1.934.

Table 6.
Coefficient of Determination

	R Square
Purchase Decision on Social Commerce	**0,617**

Based on the table above, the R Square value is 0.617, which means that all independent variables (Listening, Responding, Connecting, Collaborating, Reciprocity, Consistency, Transparency, and Engagement) have an effect of 61.7% on the purchase decision variable. While the rest, which is 38.3% (100% - 61.7 = 38.3%) is influenced by other factors outside this research model.

4. Conclusion

Based on the data obtained and the results of the analysis that has been carried out, conclusions can be drawn, as follows:

a. Customer experience management (CXM) factors that influence purchase decisions in social commerce are reciprocity, consistency, transparency, and engagement.
b. The dominant customer experience management (CXM) factors in this study were consistency and engagement.
c. The customer experience management (CXM) factor can convince entrepreneurs to develop which business strategies need to be focused on improving consumer purchasing decisions and business profits.

Any suggestions for further research, as follows:

a. This study only examines factors from customer experience management (CXM) obtained from existing literature studies, subsequent research can add other factors other than customer experience management (CXM) to test customer purchasing decisions.
b. In the future, the number of samples can be added for example to all regions in Indonesia so that it can explain the actual conditions in Indonesia.

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