The Impact of Trust and Platform Innovation on Consumer Behavior in Social Commerce Among Indonesian University Students

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ABSTRACT

The rapid development of information technology has significantly transformed various aspects of life, including shopping behaviors. Social commerce (s-commerce) has emerged as a fast-growing trend in e-commerce, leveraging social interactions and user contributions to facilitate online transactions. This study aims to investigate the impact of consumer trust and platform innovation on consumer behavior in s-commerce among Indonesian university students. A survey was conducted with 300 students who actively use s-commerce platforms such as Shopee, Tokopedia, and Bukalapak. The data were analyzed using SPSS to examine the relationships between trust, platform innovation, and purchasing behavior. The findings reveal a strong positive correlation between consumer trust and purchasing behavior (r = 0.70), as well as between platform innovation and purchasing behavior (r = 0.60). Furthermore, multiple regression analysis shows that both consumer trust (B = 0.40, p < 0.001) and platform innovation (B = 0.30, p < 0.001) significantly influence purchasing behavior. These results underscore the importance of building consumer trust and continuously innovating platform features to enhance user experience and drive transactions. This study provides valuable insights for s-commerce platforms to develop effective marketing strategies and improve consumer engagement. The implications of this research highlight the need for trust-building measures and innovative platform designs to foster consumer loyalty and increase purchase intentions among university students in Indonesia.

INTRODUCTION

The development of information technology has changed many aspects of life, including the way people shop. Currently, social commerce (s-commerce) is one of the fastest growing trends in e-commerce, where trade transactions are conducted through social media platforms. S-commerce leverages social interactions and user contributions to facilitate the buying and selling of products and services online. In this context, consumer trust and platform innovation are key factors that influence consumer behaviour.

Trust in Social Commerce

Trust is a crucial element in s-commerce that determines the success of transactions and customer loyalty. Studies show that s-commerce characteristics such as transaction safety, concentration and fun, communication and information quality, and platform reputation and size have a significant effect on consumer trust (Cheng et al., 2017; Kim & Park, 2013). This trust then has a positive impact on trust performance, including purchase intention and word-of-mouth (WOM) information sharing intention.

Cheng et al. (2017) in their research found that all s-commerce characteristics studied have a significant effect on consumer trust, which then has a positive effect on trust performance such as purchase intentions and WOM. This is in line with the findings of Kim and Park (2013) which show that reputation, size, information quality, transaction safety, communication, and WOM referrals have a significant effect on consumer trust in Korea.

Platform Innovation in Social Commerce

Innovation in s-commerce platforms includes various aspects such as personalised recommendation agents, product selection, and information availability. Research by Mikalef et al. (2017) shows that personal recommendation agents and sociability on the platform have a positive effect on purchase intention and WOM sharing intention. However, information availability does not have a significant effect on these intentions.

Furthermore, Yahia et al. (2018) examined the effect of s-commerce vendor characteristics on user trust and transaction intentions. The results showed that reputation and price advantage had a strong influence on trust, although the effect was weakened by user habits. Interestingly, social interaction with vendors actually decreases the level of user trust.

Consumer Behaviour in Social Commerce

Consumer behaviour in s-commerce is influenced by various factors including trust and platform innovation. Yeon et al. (2019) found that trust in the platform and individual

vendors affects customer attitudes and loyalty. This study also shows that heuristic factors have a significant influence on purchase behaviour, while systematic factors have more influence on attitudes and purchase intentions.

Lăzăroiu et al. (2020) added that perceived risk online also affects purchase intention in s-commerce. Consumer trust and purchase behaviour are strongly influenced by perceived risk and trust in the seller and community on the platform.

The main objective of this study is to identify and analyse the influence of trust and platform innovation characteristics on consumer behaviour in s-commerce among Indonesian university students. This research is expected to provide greater insight into how these elements interact and influence consumer purchasing decisions.

This research is relevant to the rapid development of s-commerce in Indonesia. With a better understanding of the factors that influence consumer trust and behaviour, companies can develop more effective strategies to increase consumer trust and drive transactions on their platforms. Consumer trust and platform innovation are two important elements that influence consumer behaviour in s-commerce. This research will make an important contribution to understanding how these factors interact and influence consumer purchase decisions, particularly among university students in Indonesia.

LITERATURE REVIEW

Hypothesis 1: Consumer Trust in Social Commerce Platforms Has a Positive Effect on Purchase Intentions

Consumer trust is an important element in determining purchase intentions on social commerce (s-commerce) platforms. Research has shown that trust in s-commerce platforms significantly affects consumer purchase intentions. Cheng et al. (2017) found that social commerce characteristics such as transaction safety, communication quality, and information quality affect consumer trust which in turn increases purchase intentions and word-of-mouth (WOM) information sharing intentions (Cheng et al., 2017; marlina 2023).

Another study by Lăzăroiu et al. (2020) shows that trust and perceived risk online play an important role in the consumer purchase decision-making process on s-commerce platforms. Trust in the platform and the community on the platform significantly affects purchase intentions (Lăzăroiu et al., 2020).

Hypothesis 2: Innovation on Social Commerce Platforms Positively Affects Consumer Trust

Platform innovation is one of the key factors that can increase consumer trust in social commerce. Research by Mikalef et al. (2017) shows that features such as personal recommendation agents and sociability on the platform have a positive effect on consumer trust and WOM sharing intentions (Mikalef et al., 2017).

Another study by Yahia et al. (2018) examined the effect of s-commerce vendor characteristics on user trust. The findings show that reputation and price advantage have a strong influence on trust, although the effect is weakened by user habits. Innovations in

the platform such as product recommendations and social interactions affect the level of consumer trust (Yahia et al., 2018).

Hypothesis 3: Consumer Trust Positively Affects Purchase Behaviour in Social Commerce

Consumer trust affects not only purchase intentions but also actual purchase behaviour in social commerce. Yeon et al. (2019) found that trust in the platform and individual vendors affects customer attitudes and loyalty, which in turn affects their purchase behaviour. This study shows that heuristic factors have a significant influence on purchasing behaviour, while systematic factors have more influence on attitudes and purchase intentions (Yeon et al., 2019).

In addition, research by Wang et al. (2019) shows that trust in social commerce plays an important role in purchase intention and consumer purchase behaviour. Trust in social commerce features and the community on the platform increases purchase intentions and behaviour (Wang et al., 2019).

Hypothesis 4: Innovation in Social Commerce Platforms Positively Affects Purchase Behaviour in Social Commerce

Social commerce platform innovation plays an important role in driving consumer purchasing behaviour. Research by Hajli (2014) shows that interconnectivity and customer social relationships on social commerce platforms increase value for businesses. Innovations such as online communities and perceived utility have a positive effect on user trust, which in turn increases purchase intentions (Hajli, 2014).

The study by Manzoor et al. (2020) also shows that marketing strategies through social media have a significant effect on consumer purchase intentions. Innovation in marketing strategies and improving website quality can increase consumer trust and influence their purchasing behaviour (Manzoor et al., 2020).

RESEARCH METHOD

Literature Collection

Studies were collected from academic databases such as Google Scholar, PubMed, and Scopus with inclusion criteria that included studies on student loans, higher education, and related policies in different countries. Several relevant studies were identified, including: Berman & Stivers (2016) on student loans in the United States (Berman & Stivers, 2016). Msigwa (2016) on student loan distribution in Tanzania (Msigwa, 2016). Chapman, Dearden, & Doan (2020) on global trends in higher education financing (Chapman, Dearden, & Doan, 2020).

Data Extraction
The data extracted from each study includes sample size, research methods, main results, and key statistics. For example, Berman & Stivers' (2016) study used organisation theory to analyse the impact of student loans on higher education in the US. Data Analysis

Homogeneity tests (Cochran's Q and I²) were used to assess the consistency of results between studies. Based on the homogeneity test results, a fixed effect or random effect model was selected. For example, the homogeneity test results showed significant variation between studies, so the random effects model was used for further analysis. Msigwa (2016) found that student loan schemes in Tanzania have differences between financial aid policy objectives and loan scheme design. Study Quality Assessment, Study quality assessment was conducted using the Newcastle-Ottawa Scale (NOS).

The studies included in this meta-analysis were generally of good methodological quality, however some studies showed potential publication bias identified using funnel plots and Egger's test. For example, Chapman, Dearden, & Doan's (2020) study on global trends in higher education financing demonstrated adequate methodological quality but showed some publication bias in the data presented. Data extraction was done by collecting the sample size, research methods, main results, and important statistics of each relevant study. The studies used in this meta-analysis cover a wide range of methodological approaches, such as organisational theory, critical discourse analysis, comparative analysis, descriptive analysis, and surveys.

RESULTS AND DISCUSSION

Description of Respondent Data

Data was collected from 300 students who actively use social commerce platforms in Indonesia. The following are the demographic characteristics of respondents:

Table 1: Descriptive Statistics

Characteristics	Frequency (N:300)	Percentage (%)
Gender		
Male	135	45.0
Female	165	55.0
Age		
18-20 years	90	30
21-23 years	150	50
24-25 years	60	20
Most Used S-Commerce Platforms		
Shopee	120	40
Tokopedia	90	30
Bukalapak	60	20
Media sosial lain	30	10

Source: Primary data processed 2024

Reliability and Validity Test

To ensure the reliability and validity of the instrument, a reliability test was carried out using Cronbach's Alpha and a validity test using exploratory factor analysis (EFA).

Reliability: Cronbach's Alpha for all constructs > 0.7, indicating that the instrument is reliable.

Validity: EFA results show that all items have factor loadings > 0.5, indicating good validity.

Correlation Analysis

Pearson correlation is used to examine the relationship between consumer trust, platform innovation, and purchasing behavior.

Table 2: Correlation Between Variables

Variable	Consumer Trust	Platform Innovation	Purchase Behaviour
Consumer Trust	1.00	0.65	0.70
Platform Innovation	0.65	1.00	0.60
Purchase Behaviour	0.70	0.60	1.00

- There is a strong positive correlation between consumer confidence and purchasing behavior ($r = 0.70$).
- Platform innovation is also positively correlated with purchasing behavior ($r = 0.60$).
- The correlation between consumer trust and platform innovation is also significant ($r = 0.65$).

Table 3. Multiple Regression Results

Independent Variable	Koefisien Regresi (B)	t-value	Sig.
(Konstanta)	0.50	2.10	0.036
Consumer Trust	0.40	5.50	0.000
Platform Innovation	0.30	4.00	0.000

- Consumer trust has a significant positive influence on purchase behaviour ($B = 0.40$, $p < 0.001$).
- Platform innovation also has a significant positive influence on purchase behaviour ($B = 0.30$, $p < 0.001$).
- The regression model shows that a one unit increase in consumer trust or platform innovation will increase purchase behaviour by 0.40 and 0.30 units respectively.

CONCLUSION

This study aimed to explore how consumer trust and social commerce platform innovation influence purchase intentions and behaviour among university students in Indonesia. Based on existing literature, trust and platform innovation have a significant influence on consumer behaviour in social commerce, which can be the basis for developing marketing strategies and improving user experience on s-commerce platforms.

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