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

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Abstract
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 e-commerce, where every transaction and business is developed by the rapid usage of the internet. This research is being conducted to find out and understand the effect of negative comments appearing on the 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 is 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 norms, and perceived usefulness. The researcher employed a quantitative method and a non-probability sampling method which is purposive sampling, and the data was obtained by distributing online questionnaires using google forms. There are 30 samples obtained for preliminary testing and 260 samples taken for the actual testing, with the requirements of having an Instagram account and ever purchasing 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; perceived usefulness; trust; subjective norm; social commerce intention

INTRODUCTION

The rapid innovations of technology and the internet access for online buying and selling activities has an influence on modifications in conventional trading methods. Transactions that were formerly conducted face to face with cash payments have evolved into sales through website. This phenomenon often known as e-commerce with different kinds of payment such as transfers ATM, internet banking, PayPal, joint account and several more payment options. Furthermore, many elements of social commerce are like those of conventional shopping. Moreover, both social media platforms and shopping forums allow users to engage with one another through comments, reviews, ratings, and other features (Alattar & Boujarwah, 2016).

S-Commerce or social commerce is the usage of social media to market social interactions and contribute to the improvement of the purchasing and selling of goods and services (Alattar & Boujarwah, 2016). It includes shopping with social networking activities. The advantages of social commerce may be perceived from two perspectives (Alattar & Boujarwah, 2016). Social commerce improves consumer loyalty and creates a more interesting purchasing experience from the business point of view (Alattar & Boujarwah, 2016). It also assists companies in reaching new audiences as open social networks become more popular (Alattar & Boujarwah, 2016). E-commerce is a commercial activity that is directly connected

to the exchange of products and services. As well as other associated enterprises in which electronic communication mediums play a major role (Heng, 2003 cited by Agustina, 2017).

While social media is a phenomenon that has transformed people's interactions and communication all around the world (Agustina, 2017). Every minute, a tremendous quantity of data is generated on social networks. Every 60 seconds, 2,460,000 pieces of information are published via Facebook and 216,000 new posts are posted via Instagram (James, 2014 cited by Alattar & Boujarwah, 2016). Indonesia has now begun a phase of global economic development based on innovation, technologies and knowledge (Ramli, Ramli, Permata, Ramadayanti & Fauzi, 2020). Indonesian people are highly popular on social media. As a result, the availability of social media has the potential to affect people's behavior in carrying out daily tasks, including trading activities (Hidayatulloh, Ganinda & Nugroho, 2020).

TNS, an English research, conducted an analysis that Indonesians love to use Instagram for inspiration (Hidayatulloh et al., 2020). They done it to share vacation experiences and to stay up to date on the newest trends (Hidayatulloh et al., 2020). The mobile first community has also resulted in positive commercial outcomes for both large and small businesses in Indonesia (Prihatiningsih, 2017). Therefore, researcher choose Instagram as the object of this research. Instagram is a social networking platform that was founded in 2010 that allows users to publish photographs and videos. Instagram also engage with other users by liking content and like other people's posts (Maria, Wijaya & Keni, 2021).

Instagram has added additional features throughout the years such as enabling advertisements from social media users, businesses, the story feature and IGTV. All of which attempt to improve user experiences and guarantee that users are continuously connected (Maria et al., 2021). According to the data, some individuals in Indonesia are active internet users, particularly on social media and the majority of users are in their teenage years (Prihatiningsih, 2017). There are four reasons why researcher choose Instagram. First, Indonesia is one of the countries with the highest number of Instagram users with 89 percent of instagrammers aged 18-34 using Instagram at least once a week (Prihatiningsih, 2017).

Therefore, this is similar to this study, which showed that the majority of Instagram users are millennials. Second, Instagram has transformed into a social media that allows the occurrence of social shopping (Arifuddin & Irwansyah, 2019). Social shopping concept mention that social media users get influence to buy goods because any suggestions from friends, family or celebrities they follow from Instagram (Yurieff, 2018 cited by Arifuddin & Irwansyah, 2019).

Third, Instagram states that there are more than 90 million users worldwide who use Instagram for online shopping (Yurieff, 2018 cited by Arifuddin & Irwansyah, 2019). Regardless of the positive impact, the last reason to picked Instagram as the research object is connected to the current issue that Instagram users are facing in Indonesia, as seen by the indicators that will be analyzed in this study.

This resulting in users for not being able to get a social pressure from closest individuals to utilize Instagram (Lubis, Lubis, Amelia, Ramadhani, Pane & Aryza, 2019). Where individual views of social thinking don't assist them in carrying out activities in Instagram (Lubis et al., 2019). This will influence the intention of online purchase activity via Instagram (Lubis et al., 2019). According to previous research, subjective norm impact customer's usage of Instagram for shopping (Lubis et al., 2019). Friends and colleagues were found to encourage them in their online shopping activity (Lubis et al., 2019). According to the findings of the study, subjective norms influence the purpose of online purchase intention via Instagram.

The appearance of negative comments on social media affects one's perception of how useful the platform is (Putri, 2021). The features and accessibility offered from Instagram would attract new users to engage in the platform if they thought to be useful (Putri, 2021). Customers also likely to purchase online if they can easily interact with sellers on Instagram

(Putri, 2021). According to the findings of previous study, perceived usefulness has an impact on the intention to repurchase fashion products via Instagram (Putri, 2021).

This demonstrates that the perceived usefulness of Instagram users has a stronger effect on their intention to repurchase products offered on Instagram (Lubis et al., 2019). Furthermore, trust is thought to have an impact on millennial's online shopping intention (Lubis et al., 2019). The appearance of many negative comments in the platform leads users to doubt (Lubis et al., 2019). Where individuals do not trust having online transactions in the platform (Lubis et al., 2019). According to the findings from previous study, trust has an impact on the intention of online purchase behavior via Instagram (Lubis et al., 2019).

Social commerce intention is driven by the experiences obtained from Instagram which led them to utilize Instagram to buy and sell a product (Ramli et al., 2020). Negative comments can reduce the intention to utilize Instagram, this is because advertising on Instagram platforms has been optimally viewed with the use of photos, videos, posters and animations (Ramli et al., 2020). Social commerce intention is the goal to be achieved for Instagram, thus in this research there are several factors that influence the intention for users to engage in Instagram. Subjective norm, perceived usefulness and trust is the variables which affect the intentions to participate in Instagram.

THEORITICAL REVIEW

Social Support and Perceived Usefulness

Previous research shows that there is a relationship between social support and perceived usefulness (Liu et al., 2020). Previous research also found a significant impact of social support toward perceived usefulness (Hutasoit, 2021). Previous research shows that social support has a positive impact toward perceived stress (Onu & Onyedibe, 2021). In previous technology research, social support has impact on perceived usefulness (Pamuji, 2020). Previous study found that social support has an impact to perceived stress (Zhao et al., 2021). Previous study shows that social support has a direct and significant impact on perceived risk (Jaspal & Breakwell, 2021). Previous research states that higher organizational support have an impact to perceived control (Kilo & Hassmén, 2016).
H1: Social support have impact to perceived usefulness on Instagram user.

Social Support and Trust

Previous research shows that social support has influence to individual's trust (Makmor et al., 2018). Previous research shows that social support has an impact toward trust (Liu et al., 2020). Previous studies about cryptocurrencies, proved that social support have a positive impact on the perceived trust (Tello et al., 2018). Social support has an impact on consumer trust (Ashur, 2016). Previous research also shows that support information has impact toward trust between individuals (Hajli, 2012 cited by Ashur, 2016).
H2: Social support have impact to trust on Instagram user.

Social Support and Subjective Norm

Previous study shows that variable of organizational support has a positive and significant impact towards subjective norm (Santoso, 2021). Previous research states that, social support has positive impact towards gender norms (Smith, 2020). Previous research found that, social support positively affects subjective norms (Farooq et al., 2018). Social support also found to have a direct impact toward subjective norms (Sitepu & Azhar, 2020). Previous research found that there is a relation between social support towards social norms

(Astuti, 2014). In previous study, descriptive norms have a significant influence on social network support (Smith et al., 2021).
H3: Social support have impact to subjective norm on Instagram user.

Subjective Norm and Trust

Previous research about cooperation states that subjective norm has influence on the development of trust (Jeffries, 2016). Previous study shows that subjective norm has a positive impact on trust (Gong et al., 2019). Very few studies have investigated the impact of social norms on trust (Oyebode & Nicholls, 2020). In the context of building online trust, studies shows that subjective norm have positive impact toward online trust (Hwang & Lee, 2012). Injunctive norms have a strong impact on trust (Thielmann & Hilbig, 2017).
H4: Subjective norm have impact to trust on Instagram user.

Perceived Usefulness and Trust

Previous research shown that perceived usefulness has impact on trust (Liu et al., 2020). This is in accordance with previous research, perceived usefulness has positive impact toward trust (Larasetiati & Ali, 2019). Previous research about mobile banking shows that consumer's perceive usefulness has impact toward consumer's trust (Ramos et al., 2018). Previous study shows that perceived risk has influence on consumer's trust (Ashur, 2016). Previous study shows a strong impact between perceived fairness and trust (Kostritsa & Sittler, 2017). Previous research about social commerce shows that perceived usefulness has the highest and significant impact on trust (Liu et al., 2020).
H5: Perceived usefulness have impact to trust on Instagram user.

Perceived Usefulness and Social Commerce Intention

Previous research shows that perceived usefulness has impact on consumer intentions (Gefen & Straub, 2000; Lee, Park, & Ahn 2001, cited by Liu et al., 2020). Previous study found that perceived usefulness has a significant impact towards purchase intentions (Yi et al., 2016). Previous research also shows that perceived usefulness was found to have a beneficial impact on customer repurchase intentions (Larasetiati & Ali, 2019). Previous research also found that perceived usefulness has significant and positive influence on purchase intention (Yulianita, 2018). Previous research has shown that perceived usefulness has a substantial impact on customer's intention to purchase (Buaprommee & Polyorat, 2016).
H6: Perceived usefulness have impact to social commerce intention on Instagram user.

Trust and Social Commerce Intention.

Previous research found that trust has impact towards customer's purchase intentions (Hsiao et al., 2010, cited by Liu et al., 2020). Based on previous study, customers trust has impact toward purchase intention (Li, 2017). This is the same with previous research which shows that consumer trust has impact toward repurchase intention (Larasetiati & Ali, 2019). Previous research also shows that trust has an impact toward consumer's intention (Wang et al., 2016; Yahia et al., 2018). Previous study has found that trust has a strong impact toward purchasing intention in businesses (Grewal et al., 2003 cited by Adiwijaya et al., 2017).
H7: Trust have impact to social commerce intention on Instagram user.

Subjective Norm and Social Commerce Intention

Previous research shows that subjective norm has significant impact toward intention (Pavlou & Chai 2002, cited by Liu et al., 2020). Previous study also found that subjective norms have positive influence on behavioral intentions (Yu et al., 2005 cited by Liu et al., 2020). Previous study found an impact of subjective norms toward student's intentions (Huang, 2019).

Previous research shown that subjective norm has impact toward the intention of whistleblowing (Karlina et al., 2021). Previous research found that subjective norms have a positive impact on college student's intentions (Ibrahim et al., 2020). Previous research also shows that subjective norm has positive relation to online shopping intentions (Hasbullah et al., 2016).

H8: Subjective norm have impact to social commerce intention on Instagram user.

Perceived Usefulness Mediate the Relationship between Social Support and Social Commerce Intention

Previous research found that perceived usefulness mediates the relationship between social support from family toward intention to utilize internet banking (Novita & Giantari, 2016). Individual's perceived usefulness have an impact on the relationship between social support and intention to utilize E-Wallet (William & Tjokrosaputro, 2021). Perceived benefits mediate the impact between family support and intention to utilize Traveloka application (Aziziyah, 2021). Previous research also found a a mediation role from perceived usefulness to the relationship between social support and intention to utilize e-commerce (Hutasoit, 2021). Previous research shows that perceived stress mediates the relationship between social support and intention to be a nursing student (Onu & Onyedibe, 2021).

H9: Perceived usefulness mediate the relationship between social support and social commerce intention.

Trust Mediate the Relationship between Social Support and Social Commerce Intention

Previous research found that trust mediate the relationship between support from others toward intention to utilize mobile banking (Jayantari & Seminari, 2018). Previous research on e-commerce found that consumer's beliefs and willingness to trust has impact on family support and leads them to engage in the Traveloka platform (Aziziyah, 2021). Previous studies about cryptocurrencies, proved that trust obtained from family support gives an impact on the intention to use cryptocurrencies (Tello et al., 2018). Consumers trusts mediate the impact of social support toward the intention to buy a product from a platform (Ashur, 2016).

H10: Trust mediate the relationship between social support and social commerce intention.

Subjective Norm Mediate the Relationship between Social Support and Social Commerce Intention

Previous research shows that subjective norm mediates the effect of student's support toward intention to adopt e-learning among instructors (Altawallbeh, Soon, Thiam & Alshourah, 2015). Previous research found that, subjective norm mediates the relationship between organizational support and intention to participate in organization (Farooq et al., 2018). Subjective norm mediates the relationship between social support and entrepreneurial intention (Sitepu & Azhar, 2020). Previous research found that there is a mediation effect from social norms toward the relationship of social support and organizational intention (Astuti, 2014). Subjective norm mediates the informational support obtained toward intention to use Urban Green Spaces (Wan, Shen & Choi, 2018).

H11: Subjective norm mediate the relationship between social support and social commerce intention.

METHODS
Research Paradigm

In this research, researcher used positivism. The reason is because the hypotheticodeductive paradigm of science relates to positivism. It is related because this

research needs to test the relation between variables (Park et al, 2020). The variables are social commerce intention as the dependent variable and informational support, emotional support, social support, subjective norm, trust and perceived usefulness as the independent variables. Secondly, positivism employs the hypotheticodeductive technique to test a priori assumptions, which are frequently presented quantitatively (Park et al., 2020).

Unit of Analysis

This study chooses individuals as a unit of analysis because the individuals that are being studied in this research are individuals that have used Instagram. This research will study the behaviors of each individual in using Instagram (Kumar, 2018). Second, every individual has a unique point of view and style of thinking. And last one is the data collected comes from those who have Instagram and have ever purchased something from Instagram.

Measurement

The interval scale utilized in this study is the Likert scale. A Likert scale is made up of statements that indicate either a positive or negative attitude toward the topic of study (Dalati, 2018). An example of a Likert scale statement is Instagram can be trusted as a safe social networking site, which can be scored as one=strongly disagree, two=disagree, three=neither agree nor disagree, four=agree, or five=strongly agree (Mayya et al., 2017). Sometimes on seven values instead of five, including very strongly disagree and very strongly agree (Mayya et al., 2017). Researcher used Likert scale because the goal of Likert scale is to learn about the participant's opinions and perceptions (Joshi et al., 2015). The simplicity and adaptability of the Likert scale is why researchers utilize it in survey research (Johns, 2010).

Data Collection Method

After following the description of each data collection method, the researcher selects the form of primary data that will be utilized to conduct this study through a questionnaire. Since the information gathered has become more precise, the data was gathered directly by the researcher. The other reason is it increases the researcher's knowledge and comprehension (Sekaran & Bougie, 2016). And last one is the sources of primary data includes questionnaire as this research collect the data from online questionnaire (Ajayi, 2017).

Ethics in Data Collection

Researcher also needs to be careful when reading all of the applicable terms and conditions of the platforms that will be utilized to acquire the data (Townsend & Wallace, 2016). Researcher must guarantee that all reasonable steps have been taken to prevent data from being used by vulnerable individuals, those with special educational needs or children (Townsend & Wallace, 2016). Finally, researcher need to think about if the information is possibly sensitive. For example, the data must be relatively normal everyday activities or prevent the potential to damage social media users if it is exposed to new audiences (Townsend & Wallace, 2016). Those possible risks can be outcome by gaining a permission from every person if researcher want to use personal data in its original form in research results (Townsend & Wallace, 2016).

Questionnaire

The advantages of online questionnaire can be felt from cost, speed of data collection analysis and access to respondents (Hooley et al., 2012). It is one of the reasons why researcher choose online questionnaire in this research. In this online questionnaire, researcher choose google form as a tool for conducting this survey. Because google forms is great for sending out a brief questionnaire, graphing the results, and exporting data to a spreadsheet for research. It

also supports a variety of question forms such as text boxes, paragraph texts, multiple choice, checkboxes, scale, grid and so on (Nayak & Narayan, 2019). And lastly online questionnaire provides a non-probability sample as this research choose non-probability sampling for this research (Nayak & Narayan, 2019).

Sampling Design

This study used a non-probability sampling design. The reasons are, it is cheaper and can be done faster than probability sampling (Battaglia, 2008 cited by Etikan et al., 2016). Second, by using this approach, the risk of sample bias is reduced. And lastly, it is collected in a way that does not offer all participants or units in the population equal probability of participation (Etikan et al., 2016). Type of non-probability used in this study is purposive or judgement sampling. Researcher choose purposive because this research focuses on persons with certain characteristics who will be best equipped to assist this research (Etikan et al, 2016). And this research deliberately selecting units such as individuals that are most suited to allowing researchers to answer the research questions (Frey, 2018b). In this study, the criteria respondents for this study are individuals who have Instagram account and ever bought products that is promoted by Instagram.

Data Analysis Method

The first stage is to plan data collecting by determining how much existing data may be used (Peersman, 2014). Utilize current data to the greatest extent possible; the assessment should try to rely on many sorts of indicators such as inputs, outputs, outcomes and effects to represent the main findings in the program's theory of change (Peersman, 2014). In planning process, researcher need to evaluate whether there is enough triangulation between different data sources and assist with the design of data collecting tools such as questionnaires, interview questions, data extraction tools for document review and observation tools to ensure that they capture the required information (Peersman, 2014). Once the planning is complete, it is essential to evaluate the feasibility of the data collecting techniques and analysis to ensure that what is suggested can be achieved within the assessment time frame and resources (Peersman, 2014). After this process, preliminary test or pilot study is conducted in this research.

Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a collection of statistical procedures used to assess and evaluate the connections between observed and latent variables (Beran & Violato, 2010). The SEM method facilitates the research of hypothetical relations between variables and statistically validates the link (Hair et al., 2006 cited by Merrett et al., 2020). SEM also defined as a group of multivariate statistical analytic methods that is used to represent a network of complex structural connections between one or more measured variables and latent constructs (Abrahim et al., 2019).

RESEARCH FINDING AND DISCUSSION

Respondent's Profile

In this study, researchers distributed 260 online questionnaires that were distributed in their research, the results of the questionnaires obtained showed the number of responses was 100%. The large number of questionnaires can be obtained because the method of distributing the questionnaires is done using an electronic questionnaire. Then in each part of the questions contained in the questionnaire, the researcher put a required system so that each respondent could not fill out the next question if the respondent had not answered the previous question.

This is what makes the number of responses obtained 100%. Next, in this questionnaire, the researcher uses five demographic questions that describe 260 respondents. Demographic questions for this respondent's data consist of gender, latest education, occupation and domicile. Table 4.1 will show the results of the respondent's profile.

From the results of 260 respondents who have been obtained by researchers from the results of the distribution of questionnaires, it is found that most of the respondents are female with a total of 161 respondents with a percentage of more than half (61.9%). Then, in the domicile section, which was obtained from the results of the actual questionnaire distribution, a total of 172 respondents or more than half of the respondents were domiciled in Jabodetabek (66.2 %). The next part is the last education obtained from the results of the actual questionnaire distribution with a total of 118 respondents whose last education was senior high with a percentage of less than half (45.4%). The last part in terms of occupation is obtained from the results of the distribution of the actual questionnaire with a total of 140 respondents with occupations as a college student with a percentage of more than half (53.8%).

Table 1. Respondent's Profile

Variables	Classification	Total Respondent's	Percentage
Gender	Male	99	38,1 %
	Female	161	61,9 %
Domicile	Jabodetabek	172	66,2 %
	Bandung	26	10,0 %
	Semarang	19	7,3 %
	Surabaya	20	7,7 %
	Batam	4	1,5 %
	Makassar	16	6,2 %
Latest Education	Senior High	118	45,4 %
	Diploma	12	4,6 %
	Bachelor's Degree (S1)	110	42,3 %
	Master's Degree (S2)	19	7,3 %
	Doctorate Degree (S3)	1	0,4 %
Occupation	College Student	140	53,8 %
	Employee	49	18,8 %
	Entrepreneur	48	18,5 %
	Housewife	18	6,9 %
	Influencer	3	1,2 %
	Students	2	0,8 %

Source: Results from 260 Respondents in actual test (2021)

Testing the Goodness of Data from Actual Study

After discussing the results of the actual study, the next step is to test the goodness of the data towards the actual study. Testing the goodness of data is useful to determine whether the data collected is suitable for use or not. There are two ways to test the reliability test and validity test.

Reliability of the Actual Test

This study tested the reliability of the item using the internal consistency reliability test, where the test was carried out and measured using the Cronbach's Alpha coefficient and composite reliability. Table 4.9 will show the results of the reliability test in the actual study. The threshold used for Cronbach's Alpha is 0.70, meaning that if Cronbach's Alpha for certain variables is above 0.70 then the data is considered reliable. If Cronbach's Alpha for this variable is below 0.70, then the data is considered unreliable. Then the threshold for composite reliability is 0.70. If the construct has a composite reliability exceeding 0.70, it means that it is

reliable and vice versa. Table 2 shows that the coefficient of Cronbach's alpha and composite reliability on each variable has a value above the threshold of 0.70 so that each variable is considered reliable.

Table 2. Reliability Test Results in Actual Test

Variable	Indicator	Cronbach's Alpha Coefficient	Corrected Item-Total Correlation	Composite Reliability
Emotional Support	ES1	0.902	0.800	0.932
	ES2		0.766	
	ES3		0.802	
	ES4		0.755	
Informational Support	ISE1	0.875	0.711	0.914
	ISE2		0.707	
	ISE3		0.740	
	ISE4		0.767	
Perceived Usefulness	PU1	0.920	0.801	0.940
	PU2		0.758	
	PU3		0.817	
	PU4		0.826	
	PU5		0.761	
Trust	T1	0.903	0.833	0.932
	T2		0.780	
	T3		0.781	
	T4		0.731	
Subjective Norm	SN1	0.913	0.767	0.935
	SN2		0.767	
	SN3		0.803	
	SN4		0.818	
	SN5		0.735	
Social Commerce Intention	SCI1	0.931	0.828	0.951
	SCI2		0.859	
	SCI3		0.860	
	SCI4		0.809	

Source: Results from 260 Respondents in actual test (2021)

Validity of Actual Test

In this study, researchers have chosen construct validity which consists of convergent and discriminant validity. In the convergent validity test, the value of a good loading factor is above 0.7 and the value of a good AVE (average variance extracted) must be above 0.5 to be valid. Table 3 will show the results of the convergent validity test results of the actual study. From the table below, it can be seen that all indicators on each variable are valid because all of them have values above 0.70 which is the limit of outer loadings. Furthermore, in testing the convergent validity of the preliminary study, the researcher analyzed the results of the AVE. Table 4.3 shows the AVE results for each variable.

Table 3. Convergent Validity Test Results of Actual Test

Indicator	Emotional Support	Informational Support	Perceived Usefulness	Trust	Subjective Norm	Social Commerce Intention
ES1	0.895					
ES2	0.866					
ES3	0.897					
ES4	0.859					
IS1		0.849				

Indicator	Emotional Support	Informational Support	Perceived Usefulness	Trust	Subjective Norm	Social Commerce Intention
IS2		0.833				
IS3		0.853				
IS4		0.875				
PU1			0.875			
PU2			0.843			
PU3			0.883			
PU4			0.890			
PU5			0.859			
T1				0.917		
T2				0.880		
T3				0.882		
T4				0.840		
SN1					0.859	
SN2					0.851	
SN3					0.873	
SN4					0.889	
SN5					0.832	
SCI1						0.903
SCI2						0.919
SCI3						0.923
SCI4						0.897

The table below shows that all AVE values are above 0.5 which indicates that all variables are considered valid. Which in accordance with previous research that values of AVE above 0.5 is valid. Hence, there is no invalid variable according to this result.

Table 4. Validity Test AVE Results in Actual Test

Variable	AVE	Result
Emotional Support	0.773	Valid
Informational Support	0.727	Valid
Perceived Usefulness	0.757	Valid
Trust	0.775	Valid
Subjective Norm	0.742	Valid
Social Commerce Intention	0.829	Valid

Source: Results from 260 Respondents in actual test (2021)

Furthermore, to test discriminant validity, the researcher used Fornell-Lacker. Table below shows the results of the discriminant validity test (Fornell-Lacker) from the actual study. In table 5 it can be seen that each variable already has a construct value greater than the correlation between constructs and other constructs which are marked with numbers in italics and bold, so it can be concluded that the discriminant validity of all constructs has been met.

Table 5. Discriminant Validity Test Results (Fornell-Lacker) in Actual Test

	ES	IS	PU	T	SN	SCI
Emotional Support	*0.879*					
Informational Support	0.708	*0.853*				
Perceived Usefulness	0.674	0.635	*0.870*			
Trust	0.724	0.647	0.687	*0.880*		
Subjective Norm	0.673	0.623	0.599	0.691	*0.861*	
Social Commerce Intention	0.712	0.649	0.778	0.767	0.752	*0.911*

Next is the Heterotrait-Monotrait Ratio (HTMT) value in table 6 below, then in discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) or correlation between variables is also seen with the condition that the correlation number is 0.85.

Table 6. Discriminant Validity Test Results (HTMT) in Actual Test

	ES	IS	PU	T	SN	SCI
Emotional Support						
Informational Support	0.791					
Perceived Usefulness	0.735	0.705				
Trust	0.798	0.724	0.752			
Subjective Norm	0.739	0.696	0.650	0.758		
Social Commerce Intention	0.773	0.716	0.835	0.834	0.813	

Hypothesis Testing

After discussing about testing the goodness of actual test data, the next step is to test the hypothesis. In this study, hypothesis testing was carried out using PLS-SEM. In PLS-SEM, there are two types of part models, namely measurement models or called external models and structural models or called internal models.

Measurement Model

To calculate the results from the measurement model, researchers used outer loadings, Cronbach alpha, Average Variance Extracted (AVE) and VIF using PLS-SEM. The measurement model describes the relationship between latent variables and their indicators (Hair et al., 2014). The off-standard loading indicator shows how much variation within an item is defined by the construct and is described as the child variance of the item. Because the loading value is above 0.70, it can be concluded that the variable or construct can clarify at least 50% of each indicator variance (Hair et al., 2014). Furthermore, the result shows that Cronbach's Alpha for emotional support is 0.902, informational support 0.875, perceived usefulness 0.920, trust 0.903, subjective norm 0.913 and finally social commerce intention 0.931. Therefore, all of Cronbach's Alpha variables are above the limit of 0.7. This means that all constructs are reliable, or all of their indicators are equivalent to the external load on the construct.

After Cronbach's Alpha, next is the composite reliability to measure the reliable variables. The composite reliability for emotional support is 0.932, informational support 0.914, perceived usefulness 0.940, trust 0.932, subjective norm 0.935 and social commerce intention 0.951. It can be said that all variables are reliable because their values are above 0.6 to 0.7. As stated in Hair et al., (2014), if the composite reliability value is above 0.95, it means it is not ideal because the indicator variable measuring identical occurrences is unlikely to be a reliable construct measure. Meanwhile, if the value is less than 0.6, it indicates that there is a lack of internal consistency reliability.

The next AVE value is as shown in table 4.6. emotional support is 0.773, informational support 0.727, perceived usefulness 0.757, trust 0.775, subjective norm 0.742 and social commerce intention 0.829. It can be concluded that all variables are above 0.5 which means ideal. If the AVE value is more than 0.5, the construct can determine 50% or more of the variance of each indicator. Meanwhile, if the AVE value is less than 0.5, it means that it indicates an error in the indicator.

Finally, as shown in table 7 below, in the VIF section, the indicators of all variables are informational support, emotional support, perceived usefulness, trust, subjective norm and finally social commerce intention, the VIF value is below 5. Thus, it can be concluded that the VIF value of each indicator meets the requirements, namely below 5 to 10. If the VIF value is

above 5 to 10, it indicates the potential for collinearity problems respectively. If the value is very high (above 10), it will eliminate one or more of the corresponding indicators.

Table 7. Results from Measurement Model

Variable	Indicator	Cronbach's Alpha	Composite Reliability	AVE	VIF	Conclusion
Emotional Support	ES1	0.902	0.932	0.773	2.934	Fit
	ES2				2.428	Fit
	ES3				2.952	Fit
	ES4				2.335	Fit
Informational Support	ISE1	0.875	0.914	0.727	2.042	Fit
	ISE2				2.006	Fit
	ISE3				2.286	Fit
	ISE4				2.484	Fit
Perceived Usefulness	PU1	0.920	0.940	0.757	2.856	Fit
	PU2				2.400	Fit
	PU3				3.452	Fit
	PU4				3.615	Fit
	PU5				2.413	Fit
Trust	T1	0.903	0.932	0.775	3.474	Fit
	T2				2.649	Fit
	T3				2.771	Fit
	T4				2.154	Fit
Subjective Norm	SN1	0.913	0.935	0.742	2.526	Fit
	SN2				2.625	Fit
	SN3				2.952	Fit
	SN4				3.084	Fit
	SN5				2.292	Fit
Social Commerce Intention	SCI1	0.931	0.951	0.829	3.315	Fit
	SCI2				4.269	Fit
	SCI3				4.216	Fit
	SCI4				3.049	Fit

Structural Model

According to previous research, the structural model includes a causal analysis called regression analysis. As stated in Hair et al., (2014), the structural model or what is known as the inner model describes the relationship between latent variables and measures indicators. This model includes exogenous variables and endogenous variables where exogenous variables are influenced by external factors of the research model while endogenous variables are influenced by other endogenous and exogenous aspects in the research model. To test the structural model used path coefficients, critical values, p values and R2. The results are shown in Table 8 and Table 9.
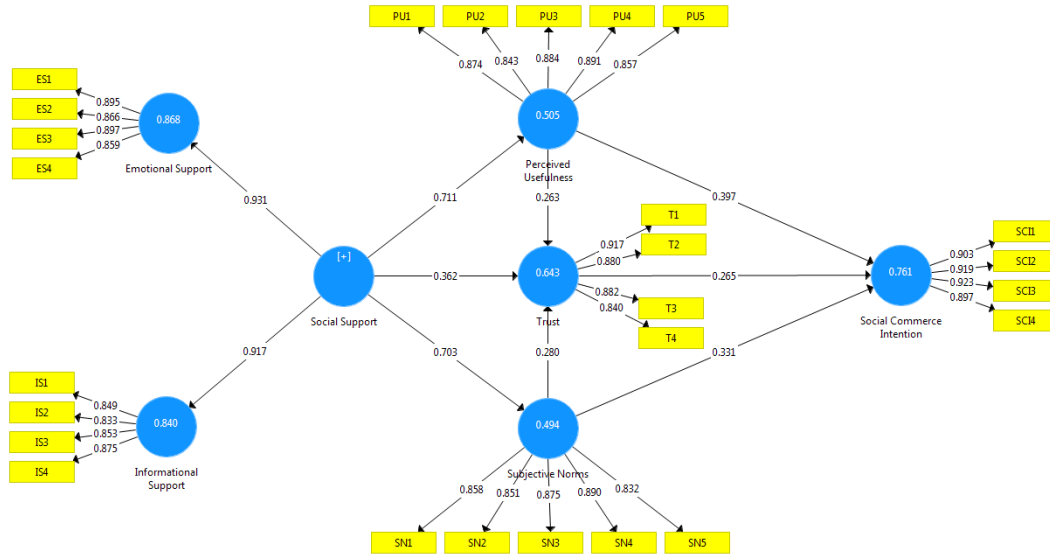
Figure 1. Path Model

Table 8. Results from Structural Model

Hypothesis	Variable Relationship	Path Coefficient	Critical Value	P-Value	Conclusion
H_1	Social Support -> Perceived Usefulness	0.711	12.359	0.000	Supported
H_2	Social Support -> Trust	0.362	3.412	0.000	Supported
H_3	Social Support -> Subjective Norm	0.703	15.235	0.000	Supported
H_4	Subjective Norm -> Trust	0.280	3.226	0.001	Supported
H_5	Perceived Usefulness -> Trust	0.263	2.841	0.002	Supported
H_6	Perceived Usefulness -> Social Commerce Intention	0.397	4.425	0.000	Supported
H_7	Trust -> Social Commerce Intention	0.265	3.098	0.001	Supported
H_8	Subjective Norm -> Social Commerce Intention	0.331	5.233	0.000	Supported

Table 9. Value of R2 from Actual Test

Variable	R^2	R^2 Adjusted
Perceived Usefulness	0.505	0.503
Trust	0.643	0.639
Subjective Norm	0.494	0.492
Social Commerce Intention	0.761	0.758

Mediation Test

There are four steps to test the mediating effect. First, examine the effect of the independent variable on the dependent variable by involving mediation (X M Y). Second, examine the effect of the independent variable on the dependent variable (X Y). Third, examine the effect of the independent variable on the mediating variable (X M). Fourth, examine the effect of the mediating variable on the dependent variable (M Y). If the three steps show a critical value above 1.65, then it is declared significant. Certain pathways are considered as partial mediation. If the first step is below 1.65 or not significant, while the second and third steps are significant, then it is considered as full mediation. The value of the mediation relationship in table 10 below shows the value of the results of the mediation test.

Based on the table below, there are three mediation tests, namely: Perceived usefulness mediates the relationship between social support and social commerce intention. The first stage has no critical value, the second step is 12,359, the third step is 4,425, and the fourth step is 3,837. It can be seen from the results that all critical values have a value above 1.65 which indicates that there is full mediation. This means that the perceived usefulness mediate the relationship between social support and social commerce intention.

Trust mediate the relationship between social support and social commerce intention. The first stage has no critical value, the second step is 3,412, the third step is 3,098, and the fourth step is 1,980. It can be seen from the results that all critical values have a value above 1.65 which indicates that there is full mediation. This means that the relationship of trust mediates the relationship between social support and social commerce intention.

Subjective norm mediate the relationship between social support and social commerce intention. The first stage has no critical value, the second step is 15,235, the third step is 5,233, and the fourth step is 4,950. It can be seen from the results that all critical values have a value above 1.65 which indicates that there is full mediation. This means that the subjective norm relationship mediates the relationship between social support and social commerce intention.

Table 10. Results from Mediation Test

Mediation	Variable Relationship	X--> Y	X--> M	M --> Y	X--> M -->Y	Description
H9	Social Support -> Perceived Usefulness -> Social Commerce Intention	-	12.359**	4.425**	3.837**	Full Mediation
H10	Social Support -> Trust -> Social Commerce Intention	-	3.412**	3.098**	1.980**	Full Mediation
H11	Social Support -> Subjective Norm -> Social Commerce Intention	-	15.235**	5.233**	4.950**	Full Mediation

DISCUSSION

As stated in the data processing, of the eight hypotheses, all hypotheses were supported. This section will explain each hypothesis. Hypothesis 1 states that social support have impact to perceived usefulness on Instagram user. There are three reasons why this hypothesis is accepted. First, on the social support variable, the largest loading value is found in the statement on the emotional support dimension "when i'm in sadness, some Instagram users cheer me up" meaning that most of the respondents provide emotional support in encouraging when respondents are in sadness. Second, social support is described as a social network that provides psychological and material resources intended to benefit an individual's ability to cope with stress. Third, the results can be seen from the first hypothesis are the same as previous studies where it was stated that social support had a positive effect on perceived usefulness (Liu et al., 2020; Eneizan et al., 2018).

Hypothesis 2 states that social support have impact to trust on Instagram user. Here are at least three reasons why this hypothesis is accepted. First, when social support is on the platform, it will increase people's trust and trust can indirectly reduce people's stress on uncertain information which ultimately contributes to social commerce intention. Second, at this time social support has the potential to form new interconnectivity connections between consumers on the platform, to increase trust on the platform where they communicate. To be

more specific, social support is information that is supportive in online communities because it develops trust for the individual's own decisions. Third, the results can be seen by this third hypothesis are the same as previous studies where it was stated that social support had a positive effect on trust (Lazányi, 2017; Hidayatulloh, 2020; Zhao et al., 2019).

Hypothesis 3 states that social support have impact to subjective norm on Instagram user. This means that more and more social support, both emotionally and in terms of information, will increase the subjective norm of individuals or groups in terms of whether they will take or not take certain actions. Second, the results can be seen for this third hypothesis are the same as previous research which stated that social support has a positive effect on subjective norm (Dominik & Jakubowski, 2021; Neville et al., 2021). Hypothesis 4 states that subjective norm have impact to trust on Instagram user. There are three reasons why this hypothesis is accepted. First, the subjective norm is that an individual will perform a certain behavior if his behavior can be accepted by the people around him. So, a person's perception or view of the beliefs of others that will affect the intention to do or not to perform a behavior under consideration.

Second, in the trust variable, the largest loading value is found in the statement "I believe in the recommended product from Instagram", meaning that most respondents believe what the Instagram platform recommends. Third, the results can be seen by this fourth hypothesis are the same as previous research which stated that subjective norm have a positive influence on trust (A'isyah & Qomaruddin, 2017; Wang et al., 2020). Hypothesis 5 states that perceived usefulness have impact to trust on Instagram user. There are three reasons why this hypothesis is accepted. First, for users, the purpose of social media platforms is to acquire information and knowledge and communicate with others. This perceived usefulness meets user needs and solves practical problems, encouraging users to use the platform.

Second, when users feel that the information provided by social media platforms is useful in this case Instagram, they will develop trust in social commerce. Third, the results can be seen by the fifth hypothesis are the same as previous research which stated that perceived usefulness has a positive effect on trust (Ramos et al., 2018; Yuen et al., 2018). Hypothesis 6 states that perceived usefulness have impact to social commerce intention on Instagram user. There are two reasons why this hypothesis is accepted. First, compared to subjective norm and beliefs, perceived usefulness has the strongest effect on intention to engage in social commerce, which is in agreement with the findings of Tan et al., (2012).

They found that the effect of perceived usefulness on intention was stronger for groups with greater privacy concerns and explained that this group's decision to use social networking sites mainly depends on perceived usefulness (Tan et al., 2012). Second, the results can be seen by the sixth hypothesis are the same as previous studies where it is stated that perceived usefulness has an impact on social commerce intention (Abdullah et al., 2019; Boon-itt, 2019; Wang et al., 2021). Hypothesis 7 states that trust have impact to social commerce intention on Instagram user. There are two reasons why this hypothesis is accepted. First, consumers feel close to each other on social media and encourage each other to participate more on the platform, thereby helping to alleviate problematic issues such as trust (Hajli, 2015; Yahia et al., 2018). Empirical tests significantly support the assertion that social commerce constructs increase trust.

Therefore, platforms like Instagram help increase consumer trust and intention to buy. Second, the results can be seen by the seventh hypothesis are the same as previous studies where it is stated that trust has a positive influence on social commerce intention (Afshan & Sharif, 2016; Ramos et al., 2018; Ali et al., 2020; Tuncer, 2021). Hypothesis 8 states that that subjective norm have impact to social commerce intention on Instagram user. There are three reasons why this hypothesis is accepted. First, it shows that consumers can be influenced by the opinions and comments posted by other users during the buying process such as friends,

family, co-workers, individuals and groups of individuals. related to one's behavioral intentions can change one's thoughts, thoughts, and actions.

Second, customers who want to decide would often acquire information from several sources including professionals, public figures and influencers first to minimize uncertainty in taking a decision. In general, customers do not rely on a single source or private information. That is, consumers want to seek the opinions of others before making a purchase. Third, the results can be seen by the eighth hypothesis are the same as previous research where it is stated that subjective norm has an impact on social commerce intention (Yulianita, 2018; Nayanajith & Damunupola, 2019; Yusliza et al., 2020).

CONCLUSION

The goal of this study is to identify and answer the research questions. There are eight hypotheses that have been examined based on the preceding data and discussion in the previous chapter. And all hypotheses have been accepted. The outcomes of each hypotheses testing are listed below.

1. Social support has impact to perceived usefulness on Instagram user is supported.
2. Social support has impact to trust on Instagram user is supported.
3. Social support has impact to subjective norm on Instagram user is supported.
4. Subjective norm has impact to trust on Instagram user is supported.
5. Perceived usefulness has impact to trust on Instagram user is supported.
6. Perceived usefulness has impact to social commerce intention on Instagram user is supported.
7. Trust has impact to social commerce intention on Instagram is supported.
8. Subjective norm has impact to social commerce intention on Instagram user is supported.

Research Limitation and Recommendation

There are two limitations for this research. First, connected with the object of this research. Which is Instagram, this research focuses on Instagram as a social commerce platform that allow purchasing and selling of the products inside Instagram platform. Regardless of the fact that there are various e-commerce sites in the world, this study uses Instagram as the research object. According to Prihatiningsih (2017), Indonesia is one of the countries with the highest number of Instagram users and Instagram has evolved into a social media platform that allows for the occurrence of social shopping (Arifuddin & Irwansyah, 2019).

As a result, the topic of this study does not reflect or explore similar e-commerce firms such as YouTube, Facebook, and others. So, it is only relevant to the Instagram application. Researcher has chosen Instagram as the object of this research to be the representative of popular social media in Indonesia. Second, because this study employs non-probability sampling, which is purposive or judgment sampling, every respondent was specifically chosen to be a respondent. Non-probability sampling does not give all populations the same opportunity to participate in this study. As a result, the results gained cannot be applied to all population of Instagram users. Therefore, utilizing this purposive sampling method involves discovering and selecting capable and well-informed individuals or groups of persons with interesting events to study (Etikan et al., 2016).

In addition to the limitations, there are four important suggestions that can be drawn from this study. The first proposal for future research can be developed by linking a quantitative and qualitative methodologies, as well as adding moderating variables in future research. For example, brand loyalty, brand experience and so on. This can assist other researchers in developing new research models, as well as helping companies and businesses of the research.

In this case Instagram as mobile social commerce, in providing insights and ideas for its future operational and management strategies.

Due to the recent study's limitations, the survey participants were mostly mobile social commerce users in Jabodetabek, Indonesia. Future researchers might enhance the geographic scope of this research, making this research findings more generalizable. Furthermore, alternative experimental methods might be utilized to minimize the effect of subjective factors on questionnaire participants. Researchers may also discover about the uniqueness of different cultures, a person's characteristics in engaging in social commerce and customer's intentions to utilize social commerce in other nations. Therefore, other objects could be added to future research since this research just investigate about Instagram. For example, Youtube, Tokopedia, Shopee, Lazada and Zalora. So, the results gained can represent about social commerce clearly.

The third recommendation for future research is that researchers can use a different unit of analysis. For instance, by conducting a unit of analysis from a group or organization. For example, by conducting group analysis study, a researcher may understand how groups form and how various elements such as age, experience, class or gender impact the group. Organizational analysis focuses on various divisions, businesses and organizations. For example, institutions, social media communities and so on. This enables researchers to gather new findings, viewpoints and outcomes for future research. And also, the results can cover all respondents with a different criteria.

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