

DOES PERCEIVED EASE OF USEFULNESS AND PERCEIVED USEFULNESS EFFECT CUSTOMER ATTITUDE AND SATISFACTION IN SOCIAL COMMERCE

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ABSTRACT

As social media commerce has become extremely popular and an integral part of the world economy in recent years, identifying the factors influencing consumer attitudes towards social media sites has become a significant goal of many researchers in academia and industry. This study aims to identify factors that predict consumer attitudes and satisfaction towards using Instagram. This study uses 190 respondents who are in Jabodetabek using convenience sampling. The results showed that Perceived usefulness has a positive effect on attitude and satisfaction, Perceived ease of use has a positive effect on satisfaction, and customer attitude has a positive effect on satisfaction. This research successfully contributes that social commerce business actors need to pay attention to the perceived usefulness and perceived of use of the social commerce they manage and need to improve customer attitudes towards their social commerce.

Keywords - social media commerce, satisfaction, attitude, perceived ease of use, perceived usefulness

INTRODUCTION

With the advancement of technology and evolving marketing channel strategies, online sales via marketplaces have expanded to social media sales as one of the preferred marketing channels. E-commerce generally only serves the online sale of goods through online marketplaces, websites, and specialized applications for selling. Meanwhile, social commerce involves selling directly through social media platforms (Bisnis.com, 2023). At the start, social networking sites enabled users to connect with their friends and colleagues to access those profiles and send instant messages to each other. These personal profiles can include any information, including photos, audio, files, blogs, and videos. Nowadays, social media allows firms to engage their customers or prospective customers promptly and directly to end consumers at a low cost and with a higher

efficiency level than traditional communication tools. This makes social media relevant for all firms or organizations, including small, medium, and large-sized companies. Social media (e.g., LinkedIn, Instagram, Twitter, and Facebook)) are internet-based applications that allow the creation and exchanging of user-generated content (Kaplan & Haenlein, 2010).

This phenomenon is supported by data from HubSpot (2023), noting that sales via social media have increased by 59% in 2023, and 28% feel that sales are stable like last year. In addition, more than 53.5% of respondents preferred to shop via social commerce rather than e-commerce websites (Bretous, 2022). This data proves that sales via social media need to be considered as an alternative media to conduct sales channels.

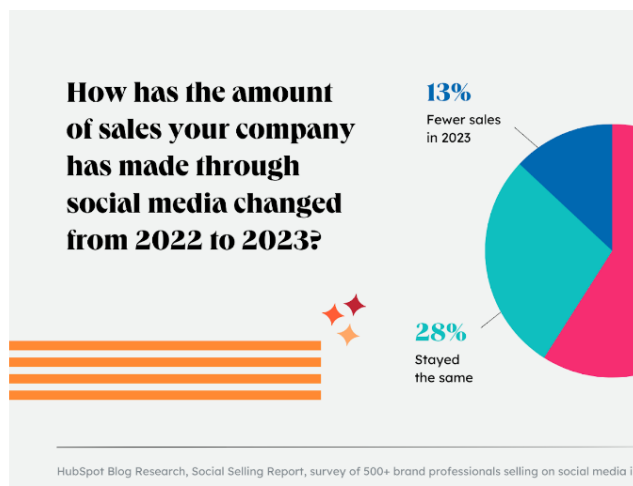


Figure 1. How has the number of sales your Company has made through social media changed from 2022 to 2023

Source: HubSpot (2023).

Among several well-known social media platforms, Facebook is the most used social commerce by customers for shopping (36%), followed by Instagram (24.5%), WhatsApp (13.5%), Pinterest (10.5%), and others (9%) (Bretous, 2022). Instagram is an example of a social media platform that is being adopted in the growth/early maturity stage. As of June 2018, there are an estimated [1 billion Instagram monthly active users worldwide](#). There are an estimated [115 million Instagram users in the United States](#) alone, a number which is forecast to grow to over 127 million in 2023 (Statista.com, 2023). Moreover, 32% of Enterprises currently utilize Instagram Shop in their marketing strategy, and 48% plan to increase their investment by 2022. Even 36% of marketers will increase their investment in Instagram Shops for the first time this year (Bretous, 2022). Based on the description above, Instagram was selected in this study.

The world of social media is dynamic and evolving quickly. What is current today might not exist in the virtual world tomorrow (Kaplan & Haenlein, 2010). Thus, in social media commerce, it is imperative that businesses have a set of norms and comprehend consumer behaviour. According to Newman et al. (2018), many retailers can use apps to regain or strengthen their competitive advantages,

particularly if they can provide value to customers across a variety of touchpoints. In other words, by making sure that apps extend and complement physical and virtual channels, merchants can increase their market share. An Understanding the factors that influence people's attitudes and satisfaction when using or rejecting social media as a shopping platform has become a topic of ongoing interest for many researchers in academia and industry, as the use of social media by individuals has increased significantly in recent years.

Previous research on perceived usefulness was found to have an effect on attitude (Safari et al., 2022; Sathar et al., 2023), but research (Jamshidi & Hussin, 2016; Zhong et al., 2022) found that Perceived usefulness has no effect on attitude. Perceived ease of use was found to have an effect on attitude (Sathar et al., 2023), but research by Khor et al. (2023), Safari et al. (2022), and Mohammadi (2015) found that perceived ease of use has no effect on attitude. Moreover, Perceived ease of use has no effect on satisfaction (Sumaedi et al., 2016; Tandon et al., 2017). Due to the gap in the results of the above research, this study aims to investigate the effect of perceived ease of use and perceived usefulness on customer satisfaction and attitude in the context of social media Instagram.

LITERATURE REVIEW

Technology acceptance model (TAM)

Technology acceptance Model (TAM), which was proposed by (Ajzen & Fishbein, 1977) is one of the most widely used models in describing why and how a firm or an individual accepts new technology. TAM was employed in this study to understand consumers' perceptions of media social as one of shopping channels and the subsequent effects on attitude towards technology and behavioral intentions. The technology acceptance model (TAM) (Davis, 1989) explains technology adoption through perceived usefulness and ease of use.

Perceived usefulness

Perceived usefulness represents how much the

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customer feels that the product consumption is useful (Davis, 1989). Perceived usefulness: perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her performance” (Davis, 1989). Perceived usefulness is defined as “the degree to which a person believes that using a particular system will enhance his/her performance” (Childers et al., 2001). In this study, perceived usefulness is defined as the usefulness that customers feel when following Instagram retail stores makes them more able to complete shopping activities, transactions, productivity in finding the products they need and makes life easier in the context of social media Instagram as a medium for shopping for the products they need.

Perceived ease of use

Perceived ease of use: perceived ease of use is defined as “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). In this study, perceived use of use is defined as how easily and skillfully the customer uses the social media of the retail store where he/she shops.

Attitude

Attitude can be conceptualized as a summary evaluation of an object (Ajzen, 2001). Attitude is defined as the degree of one’s positive feelings about participation in online shopping. A person with a positive attitude is expected to make an online purchase (Tandon et al., 2017). In this study, attitude is defined as how actively customers visit the Instagram account of the retail store, positive attitudes, and positive benefits towards the Instagram account of the retail store they follow for shopping.

Satisfaction

In the competitive world of e-commerce, customer happiness is crucial because it affects both bringing in new business and keeping existing customers (Tandon et al., 2017). When a buyer weighs the benefits and expenses of a purchase against the expected outcomes, they arrive at a decision that leads to satisfaction. From an operational standpoint, contentment and attitude are comparable in that they may both be measured as the total of a customer's satisfaction with different aspects of a good or service (Churchill & Surprenant, 1982). Oliver (1980) defined satisfaction as when goods and

services live up to the expectations of the consumer. Customers' level of satisfaction with using social commerce for shopping is defined in this study.

Relationship between Perceived Usefulness, attitude, and satisfaction

Perceived usefulness was found has a positive effect on attitude in services capes in Pakistan (Asghar et al., 2023), on social media setting in Kuwait and USA (Alsaleh et al., 2019), in virtual reality shopping experience in USA (Kim et al., 2021), in fintech in developing countries (Rahman et al., 2024), in electronic personal health record in Malaysia (Khor et al., 2023), in internet banking in Democratic Republic of the Congo (Safari et al., 2022) and Iran (Mohammadi, 2015), and in hybrid learning (Tan et al., 2023). Thus, Perceived usefulness may influence satisfaction positively (Ha et al., 2024; Petrović et al., 2022; Sumaedi et al., 2016; Tandon et al., 2017). Given this, hypothesis is formulated as follows:

H1: Perceived usefulness has a positive effect on attitude.

H2: Perceived usefulness has a positive effect on satisfaction.

Relationship between Perceived ease of use, attitude, and satisfaction

Numerous empirical studies confirmed the positive effects of perceived ease of use on attitude such as Jamshidi & Hussin (2016) in Islamic e-banking service in Malaysia, Sathar et al. (2023) in the adoption of online banking in India, Zhong et al. (2022) in online learning usage in China, and Tan et al. (2023) in hybrid learning. Therefore, perceived ease of use also has a positive effect on satisfaction (Ha et al., 2024; Petrović et al., 2022). Given this, hypothesis is formulated as follows:

H3: Perceived ease of use has a positive effect on attitude.

H4: Perceived ease of use has a positive effect on k satisfaction.

Relationship between attitude, and satisfaction

Users' contentment (satisfaction) and optimistic attitude play a crucial role in their decision to stick with mobile banking services (Lee & Chung, 2009). Various findings also suggested that shoppers' attitude toward online shopping intentions is influenced by shopping satisfaction (Goswami &

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Jena, 2023; Ibrahim & Najjar, 2008; Kim et al., 2015; Scridon, 2020). Therefore, the following hypothesis is posited:

H5: Attitude has a positive effect on k satisfaction.

Conceptual Framework

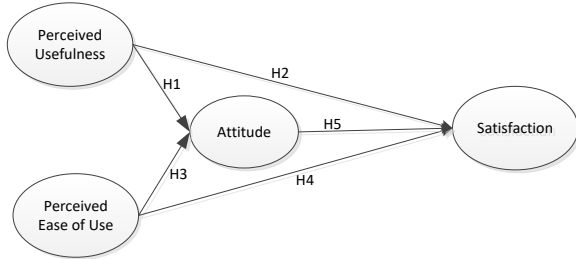


Figure 2. Research Model

Source: Developed for this research (2024)

The population in this study is individuals who follow and have made purchases through social media, such as Instagram. This study uses primary data by distributing questionnaires to 190 respondents, with a calculation of 19 indicators multiplied by 10. The sampling technique in this study used convenience sampling. Questions from the questionnaire use a five-point Likert scale from strongly disagree (1) to agree (5) strongly. PLS was used to estimate the measurement and the structural model.

RESULTS

A. Respondent's Profile

Table 1 shows the socio-demographic characteristics in this study.

METHODOLOGY

Variable	Value	Percentage (%)
<u>Gender</u>		
• Man	85	44.74%
• Woman	105	55.26%
<u>Age:</u>		
• 18- 30 years	56	29.94%
• 31 – 40 years	129	67.89%
• >41	5	2.63%

Source: SPSS output (2024)

PLS regression was used to assess the measuring tool prior to hypothesis testing. Several indicators were used to validate reliability: average variance extracted (AVE) values exceeded 0.5 and composite reliability (CR) above the acceptable threshold of 0.7. Additionally, each indicator's loading was used

Table 1. Socio-demographic characteristics

years		
<u>Education level</u>		
• Below graduate	0	0 %
• Undergraduate	115	60.55%
• Post Graduate	75	39.47%

to confirm validity; all loadings were found to be statistically different from zero and more significant than 0.7 (Ghozali & Latan, 2015). All requirements for reliability and validity are satisfied, as shown in Table 2.

Table 2. Validity and Reliability Measurement

Constructs & item	Outer Loading
Perceived Usefulness (CR= 0.892, AVE= 0.581)	
PU1	0.716
PU2	0.735
PU3	0.796
PU4	0.773
PU5	0.812

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PU6	0.736
Perceived Ease of use (CR= 0.950, AVE=0.864)	
PE1	0.890
PE2	0.960
PE3	0.938
Attitude (CR=0.907, AVE=0.661)	
AT1	0.845
AT2	0.823
AT3	0.811
AT4	0.782
AT5	0.803
Satisfaction (CR= 0.900, AVE= 0.693)	
SAT1	0.832
SAT2	0.833
SAT3	0.847
SAT4	0.819
Notes: CR= Composite Reliability; AVE= average variance extracted.	

Source: SmartPLS output (2024)

However, the square root of the AVE value must be greater than the correlations in the pertinent column in order to guarantee the discriminant validity of the model (& Fornell-Larcker criterion). For each construct, the

square root of AVE is displayed by diagonal elements in bold font. Based on the information presented in Table 3, there was good discriminant validity.

Table 3. Discriminant validity - AVE & Fornell-Larcker values

	Attitud e	Perceived Ease of use	Perceived Usefulness	Satisfactio n
Attitude	0.813			
Perceived Ease of use	0.190	0.930		
Perceived Usefulness	0.414	0.263	0.762	
Satisfaction	0.562	0.283	0.488	0.833

Source: SmartPLS output (2024)

Table 4 shows that all VIF values of attitude and satisfaction are below 3 that there is no multicollinearity issue in this study.

Table 4. Collinearity Statistics (VIF)

	Attitude	Satisfaction
Attitude	-	1.074
Perceived Ease of use	1.074	1.085
Perceived Usefulness	1.074	1.260

Source: SmartPLS output (2024)

Table 5 shows that the r-square value of attitude is 17.9%, which means that the effect of perceived usefulness and perceived ease of use on attitude is 17.9% or weak, where the remaining 82.1% is influenced by other variables outside this study. Furthermore, the r-square value of satisfaction is 41.0%. The remaining 59% is influenced by other variables outside this study.

Table 5. R-Square

Variables	R Square
Attitude	0.179
Satisfaction	0.410

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Source: SmartPLS output (2024)

As shown in table 6, there is 1 hypothesis not supported from all 5 hypotheses. A hypothesis is supported if the t-statistic value >1.645 (one tail) and p-value less than 0.05 (Hair et al., 2011).

Table 6. Hypothesis Testing Results

Hypothesis	Path	t-statistic	P-value	Result
H1	Perceived usefulness → attitude	5,474	0,000	Supported
H2	Perceived usefulness → satisfaction	4,215	0,000	Supported
H3	Perceived ease of use → attitude	1,370	0,085	Not Supported
H4	Perceived ease of use → satisfaction	2,114	0,017	Supported
H5	Attitude → satisfaction	6,100	0,000	Supported

Source: SmartPLS output (2024)

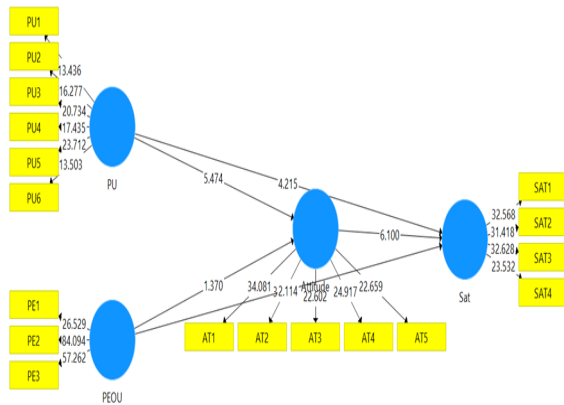


Figure 3. PLS Analysis Result

Source: SmartPLS output (2024)

DISCUSSION

The results of this study showed that perceived usefulness has a positive effect on attitude (t-statistic 5,474 >1.645 and p-value < 0.005). This result in line with previous research (Alsaleh et al., 2019; Asghar et al., 2023; Khor et al., 2023; Kim et al., 2021; Rahman et al., 2024; Safari et al., 2022; Tan et al., 2023). Perceived usefulness has a positive effect on satisfaction (t-statistic 4,215 >1.645 and p-value < 0.005). This result is in line with

previous research (Ha et al., 2024; Rejman Petrović et al., 2022). This study found that perceived ease of use has no effect on attitude (t-statistic 1.370 <1.645 and p-value > 0.005). Thus, hypothesis three is rejected. This finding is in line with the previous study (Khor et al., 2023; Mohammadi, 2015; Safari et al., 2022). Perceived ease of use has a positive effect on satisfaction (t-statistic 2.114 >1.645 and p-value < 0.005). This result is in line with previous research (Ha et al., 2024; Petrović et al., 2022). Lastly, Attitude has a positive effect on satisfaction (t-statistic 6.100 >1.645 and p-value < 0.005). This finding is in line with previous research (Goswami & Jena, 2023; Ibrahim & Najjar, 2008; Scridon, 2020).

The findings of our research show that perceived usefulness has a positive effect on customer attitude and satisfaction, perceived use has a positive effect on satisfaction but no effect on customer attitude, and attitude has a positive effect on customer satisfaction.

From a theoretical perspective, the contribution of this study investigates, proposes, and tests the TAM model in a social commerce setting to explain social media shopper behavior and their acceptance in terms of perceived ease of use and perceived usefulness, attitude, and satisfaction.

The managerial implication of this research is that social commerce actors such as sales through Instagram must pay attention to customer attitudes towards Instagram that they manage because it makes the biggest contribution to customer satisfaction compared to Perceived usefulness and perceived ease of use. Perceived usefulness also plays an important role in shaping customer attitudes and satisfaction. For this reason, social commerce actors need to increase the perceived usefulness of their social commerce so that customer attitudes and satisfaction increase. Perceived ease of use also needs to be improved because it affects customer satisfaction.

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Suggestions for future research are to use other variables to see the effect of these variables on attitude because the two variables used in this study have a very weak effect. Conduct the same model on other social commerce, such as TikTok and Facebook. Conduct similar research on respondents in other cities in Indonesia.

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