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DOES SOCIAL PRESENCE ON SOCIAL COMMERCE PLATFORM ATTRACT BUYING INTENTION OF INDONESIAN LOCAL FOOD?

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ABSTRACT
Studying social commerce and consumer behavior in Indonesia is crucial due to the country's rapid digital transformation and unique cultural landscape. This study aims to investigate the effects of social commerce on consumer trust and buying intentions in Indonesia's local food sector. This study uses a quantitative approach through hypothesis testing. Data was collected using questionnaires and purposive sampling techniques. A survey of 240 respondents was conducted, and data were analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). Results indicated that social commerce significantly influences trust in sellers and buying intention, while social support was not significantly affected. Social support and trust significantly influence purchase intention. However, the effect of social commerce on social support and trust in sellers through social presence moderation is not proven. This study highlights the role of social commerce in building consumer trust, though its effects on social support remain inconclusive. This research is interesting for developing social commerce to attract buyers' interest in local Indonesian food
Keywords : *Social Commerce, Trust In Sellers, Buying Intention, Social Support, PLS-SEM.*

1. Introduction

The increasing use of smartphones and mobile apps in Indonesia enables consumers to access social commerce platforms anytime and anywhere. Social commerce is a common term for social users. It offers efficiency in shopping, which consumers grow their interest in. Populix's survey shows that 52% of Indonesian society is familiar with the sale-purchase trend on social commerce. The number of social commerce app users is considered high, even in Indonesia, ranked third globally. Populix (2022) demonstrates that 86% of Indonesian society once shopped through social media platforms, i.e., TikTok Shop (45%), WhatsApp (21%), Facebook Shop (10%), and Instagram Shop (10%). Most people shop for clothes (61%), beauty products (42%), food and beverages (38%), and mobile phones and accessories (31%), costing IDR275,000.00 on a monthly average.

Social Commerce Platforms as a Technological Medium: Social commerce platforms (e.g., TikTok Shop, WhatsApp, Instagram Shop) are built on technological infrastructures that allow sellers to engage with buyers. These platforms integrate social networking features (such as comments, reviews, likes, and direct messaging) with e-commerce functionalities (e.g., product listings, payments). The use of such platforms as marketplaces is fundamentally enabled by technology, which allows seamless interaction between consumers and sellers in a digital space. Social commerce allows buyers and sellers to interact freely and directly through social media without entering another site or using another digital app, developing the interest of those anxious to shop online easily.

Technologies such as review systems, ratings, recommendations, and chatbots on social commerce platforms facilitate social support, allowing consumers to share information and build trust. This aspect of technology directly affects consumer decision-making, as potential buyers rely on digital cues, feedback, and interactions when deciding whether to purchase local food products online.

Moreover, sellers should build online trust and maintain a strong website reputation (Lita et al., 2018a). Social media users, as such, provide an opportunity for local food manufacturers in Indonesia to use social commerce as a product sale platform. It is predicted that online food

orders will continue and that concerned companies will consistently offer online food sales, considering consumers' convenience of shopping online. Modern social commerce platforms use data analytics, algorithms, and artificial intelligence (AI) to personalize shopping experiences.

To enhance the outreach of local food companies and foster trust among consumers, social commerce must harness the power of social presence. This entails actively engaging with consumers and building relationships with fellow social media users. Social presence refers to the extent to which a platform allows users to feel connected and engaged with others, even in an online environment. The concept of social presence relies on advanced communication technologies (like live chat, video streaming, and interactive feedback systems) to make interactions between buyers and sellers feel more personal and immediate. By leveraging social presence, companies can elevate brand recognition and bolster their connections with customers, ultimately cultivating a thriving community of social media users within the local food industry in Indonesia. Such a strong social presence can foster an environment of social support and trust in sellers, thereby promoting social commerce. Hajli and Sims (2015) argue that consumers can enhance their relationship with others by giving reviews, ratings, referrals, and recommendations.

Their reviews of the products they buy on social commerce, such as food, testifying its delicious taste and attractive presentation, will help other consumers who call for support and may experience adversities in choosing food and hence need motivation as regards their situations. This situation is described in research on social commerce boosting social support by Li et al. (2021). Consumer interaction through social media platforms will encourage consumer trust in sellers, as conveyed by Rashid et al. (2022), that social commerce constructs can improve trust in sellers.

Social support facilitates information sharing between previous and potential consumers and fosters consumer intention to purchase products (Bazi et al., 2022), and trust in online sellers can affect consumer intention (Zhao & Zhu, 2023). Social commerce platforms, which can increase consumer experiences in shopping, will have credibility and acquire consumer trust. Social commerce carried out by local Indonesian food companies is expected to increase consumer buying intention. Another source also exhibits how social commerce constructs positively affect consumer intention and behaviors (Friedrich et al., 2021). Senses of socialization, warmth, between-individual relationships, and appealing images on social commerce platforms can increase consumer interaction and allow them to give reviews and referrals and build trust in sellers selling on social commerce. Rashid et al. (2022) posit that social presence moderates social commerce construct and social support variables.

This study extends the existing literature by analyzing how social commerce impacts consumer trust and social support within the Indonesian local food sector. The social commerce we foreground sells Nusantara (Indonesian) processed food, and in so doing, we eliminate that which sells fast food. Local food companies in Indonesia have traditionally relied on conventional marketing methods. However, in the post-pandemic era, consumers are expected to increase their online transactions and social media interactions. To keep up with this shift in consumer behavior, local food companies in Indonesia must make necessary adaptations.

The use of social media during the COVID-19 pandemic had a significant impact on increased social presence (Rashid et al., 2022; Hajli et al., 2017) and, accordingly, is eligible for being considered as a factor influencing consumer purchase intention through social commerce platforms. We conduct our research after the COVID-19 pandemic, in which consumer interaction to conduct transactions online is lower than during the pandemic. We notify that previous research pays no attention to the direct effect of social commerce on buying intention and highlights e-commerce's traditional constructs, which enable no bidirectional interaction between consumers or visitors giving reviews on social commerce platforms (Al-Adwan & Kokash, 2019; Huang & Benyoucef, 2013; Kim & Park, 2013). While prior studies have focused on the relationship between social commerce and trust, there is limited exploration in the context of local food markets in Indonesia.

Based on the explanation above, this research aims to investigate the effects of social commerce on social support, trust in sellers, and buying intention in the Indonesian local food

sector. This study contributes to improving e-commerce strategies in Indonesia, particularly in fostering consumer trust in local food markets, which is essential for the development of small businesses.

2. Literature Review

2.1 Social commerce theory

According to Bazi et al. (2023), social commerce represents the pinnacle of e-commerce, where social interaction plays a vital role in shaping consumer purchasing decisions. Meanwhile, Jia et al. (2022) suggest that social commerce can be a powerful tool for businesses to leverage social relationships to sell products or services. Yang (2021) goes further, arguing that social commerce requires a renewed emphasis on socialization and interaction to bring customers closer to other social elements. By fostering the relationships between sellers and customers, social commerce can simplify the process of finding and purchasing products that cater to customers' needs.

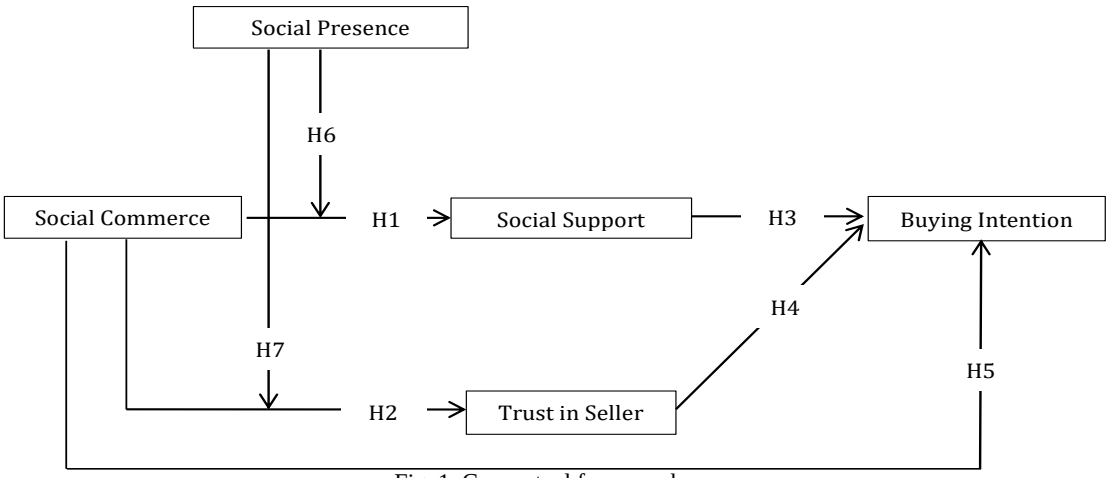

Fig. 1. Conceptual framework

2.2 Social commerce constructs and social support

Social Commerce Constructs is a feature that is built into a website. Website interface quality drives consumer intentions in SME's creative industry in West Sumatera (Lita et al., 2018b). It enables consumers to interact with other consumers by rating, commenting, and shopping for products (Rashid et al., 2022). According to Ahmad Rizal et al. (2022), social commerce constructs consist of two basic components, namely commercial and social. The commercial components can include website design, seller reputation, service, product quality, and seller information. On the other hand, the social commerce constructs consist of aspects that are implicit through social commerce, such as reviews, online ratings, recommendations, networks, and communities.

Social support refers to continuous interaction between individuals that involves both informational and emotional support. It aims to solve problems related to interaction factors that may influence the feelings of consumers and sellers. However, these interactions can be complex, and it can be challenging to understand them socially. To prevent misunderstandings, Jaspal and Breakwell (2022) suggest that social support can help provide information between previous and potential future consumers. This can lead to more specified results that match the desired specifications. Imtiaz et al. (2019) and Kassim and Abdullah (2010) have also highlighted the importance of social support in providing information and support to individuals.

Social commerce scaled up consumers' perceived social support during the COVID-19 pandemic (Rashid et al., 2022) and allowed consumers to share experiences, reviews, ratings, and referrals. The information consumers give to other consumers makes the latter able to solve purchase-related problems. This form of engagement is called social support. Hajli and Sims (2015) suggest that consumers can enhance their relationship with other consumers through giving review, rating, referral, and recommendation. During the COVID-19 pandemic,

consumers' ratings and reviews could afford social support to other consumers, who would likely consider the reviews and ratings more credible (Li et al., 2021). Consumers' ratings and reviews on social commerce platforms are personal experience-based information. Several social commerce platforms provide a chat feature, allowing consumers to communicate with other consumers based on the desired products. Social commerce, accordingly, plays a crucial role in improving social support. Hypothesis 1, as such, is as follows:
H1: Social commerce constructs have a positive impact on social support.

2.3 Social commerce constructs and trust in seller

Bazi et al. (2022) define social commerce as the final stage of e-commerce in establishing social interaction, which has a situational effect on consumer purchase intention, and according to Huang et al. (2022) it enables sellers to sell products or services using a social relationship. Zhang et al. (2014) argued that social commerce constructs increased trust in sellers through social interaction during the pandemic, prompting business actors to capitalize on a range of platforms to communicate and interact with consumers. The higher the social commerce constructs, the higher the trust in sellers and the higher the social interaction level. Trust in sellers is the key to virtual-based purchases built on interaction aligned with the belief (Rashid et al., 2022) and dramatically impacts an online transaction process when a direct, face-to-face one is impossible to perform (Wang, 2017; Nadeem et al., 2020).

Trust is an essential component of belief that is necessary for another party to rely upon and aligns with relevant provisions. In the realm of virtual-based purchases, placing trust in the seller is crucial due to the absence of face-to-face interactions (Rashid et al., 2022). The trustworthiness of the seller is a significant factor that impacts the online transaction process (Wang et al., 2022; Nadeem et al., 2020). It can be concluded that trust in the seller is a belief that provides customers with a sense of security.

According to Li et al. (2020), consumers benefit from a platform where they can access information concerning particular products through social interaction, exchange information, review, and recommend products. Consumers' activities on a specific platform give insights to other consumers and will gradually promote the latter's trust in sellers since the interaction between consumers will make either party trust the products or services offered on the platform. Rashid et al. (2022) convey that social commerce constructs can scale up trust in sellers. A high level of consumer responses to social commerce will enhance consumer intimacy with it, and consumer responsiveness to social commerce will improve consumer trust in sellers, eliminate misleading rumors, and reduce consumer insecurity. Social commerce constructs hence increase trust in sellers. In so doing, hypothesis 2 is as follows:
H2: Social commerce constructs have a positive impact on trust in sellers.

2.4 Social support and buying intention

According to Husnain (2017), consumer interest in buying products indicates their readiness to purchase the product. On the other hand, buying intention refers to the interest in buying a product in the future (Liu et al., 2019). This is based on the correspondence between purchasing motives and the attributes or characteristics of the brand that consumers consider (Ellitan et al., 2022). The process of purchasing a product involves getting to know the product, researching and analyzing it before committing to buy it (Lin & Wang (2017). Consumer intention is a complex process that involves consumer behavior, perceptions, and attitudes and it is an effective tool for predicting the purchasing process (Hsu & Hu, 2023). Thus, Lita et al. (2020) argued that buying intention is crucial to consider when studying consumer purchasing behavior.

Consumer buying intention is a crucial factor that helps evaluate consumer behavior. It indicates the possibility of a consumer's willingness to purchase a product (Farzin & Fattahi, 2018). The higher the buying intention, the more prepared a consumer is to buy a product (Husnain & Toor, 2017). This is important because consumer actions can be predicted through their buying intention (Hsu & Hu, 2023). To measure buying intention, this research used 7 indicator items from previous research by Husnain and Toor (2017) and Bilal et al. (2022).

Social support points out an interaction between consumer emotions and behaviors. Social support in online sales is presented in the communication between content users and manifested in information support, e.g., product reviews, and emotional support, e.g., helps or solutions to a problem. Social support is influential in the interaction process by which previous consumers share information and their experiences germane to specific products, and it affects consumer buying intention to shop online (Rashid et al., 2022). During the COVID-19 pandemic, social support impacted the online buying intention of potential consumers (Bazi et al., 2022). Social support can bolster the relationship between online shopping consumers, who provide emotional and information required on social commerce. Muangmee et al. (2021) posit that social interaction as social support enables other consumers to sort out products they will buy.

In identifying consumer purchase behaviors, purchase intention is worth considering (Lita et al., 2020). Positive social support can enhance buying intention. Buying intention becomes a critical indicator to evaluate consumer behaviors as it can measure the probability of consumers purchasing a product (Farzin & Fattahi, 2018), where the higher the purchase intention, the higher the consumer readiness to purchase a product (Husnain & Toor, 2017). Hypothesis 3 is, therefore, as follows:

H3: Social support has a significantly positive impact on buying intention.

2.5 Trust in seller and buying intention

Trust is essential in a transaction and must be fulfilled to commensurate with the specifications promised earlier. A seller undertaking an online-based sale must set precise specifications to showcase the products sold worth being trusted by potential consumers (Rashid et al., 2022). Wang (2017) propose that commerce facilities nowadays have developed significantly through a variety of social commerce, bringing about altered strategies and methods for shopping. Social commerce enhances buying intention through the platforms and helps consumers share experiences with other consumers who have purchase experiences and, therefore, can give information and reviews of certain products and post them on social commerce. Sellers with consumer trust through social commerce can increase consumer buying intention through platform-based communication.

During the COVID-19 pandemic, trust in sellers impacted buying intention or the intention to shop on social commerce and alleviated uncertainty when shopping online (Rashid et al., 2022). Zhao and Zhu (2023) remark that trust in online sellers can influence consumer intention once consumers have trusted sellers and determine consumer willingness to trust their services and buy virtually offered products. Purchase uncertainties can adversely influence consumers to purchase products from the same sellers, requiring the sellers to give the best online services. Online shopping allows buyers to involve themselves directly in a sale-purchase process with trusted sellers recommended by previous consumers. Trust in sellers is imperative to an online-based sale and can suggest seller responsibility for their products. Hypothesis 4 is thus as follows:

H4: Trust in seller has a significantly positive impact on buying intention.

2.6 Social commerce constructs and buying intention

Social media apps, which can be integrated into websites as features, are important technical supporters of social commerce and thus are named social commerce features. Social commerce features are software artifacts integrated into websites and provide particular social media-based functionality of promoting and advocating between-consumer interaction. The term “functionality”, as such, is referred to a series of functions (or capacities) that social commerce features can carry out after being integrated into websites (Ali et al., 2020).

On e-commerce platforms, social commerce features function as rating and review-giving tools, allowing consumers to make and share subjective evaluations of products. Social commerce constructs have an alternative effect on purchase intention through social commerce (Dincer & Dincer, 2023). Investigations of elements that impact consumer adoption of social commerce demonstrate that social commerce constructs/components positively affect several

factors, such as trust, social presence, efficiency of use, social support, quality of relationship, and intimacy. Those constructs/components also positively influence consumer intention and behaviors (Friedrich et al., 2021). As such, hypothesis 5 is as follows:
H5: Social commerce has a significantly positive impact on buying intention.

2.7 Social commerce impact on social support moderated by social presence

The development of increasingly sophisticated technology requires social presence to justify the importance of having both an offline and online presence (Lu et al., 2016a). According to Rashid et al. (2022), social commerce requires a social presence to encourage customers to exchange information and make better decisions. Social presence is formed through previous experiences with social commerce (Shin et al., 2021; Yang, 2021) and can encourage information exchange and interaction between customers, leading to purchasing decisions (Okazaki et al., 2015).

Rashid et al. (2022) state that social presence moderates social commerce construct and social support variables. During COVID-19, the instruction to conduct activities from home caused people to spend much time on social commerce platforms, hence increasing social presence. Social presence scales up the stream of information consumers give on social commerce, and in so doing, the higher the social presence, the higher the amount of information people give in the form of ratings, reviews, and recommendations on social commerce (Godey et al., 2016). High information availability exhibits the possibility of promoted social support, as indicated by Rashid et al. (2020), who point out the correlation between social support and social presence.

A high number of consumers engaged and interacting on social commerce generates a high amount of information spread, allowing consumers to elicit facts regarding product quality, personal experiences, suggestions, and recommendations from others (Cheung et al., 2020). Sheikh et al. (2017) suggested that YouTube, Facebook, and Twitter are some social platforms with high social support, user presence, and participation levels. Because social presence spawns many communities whose members often share information and experiences, a high level of it can scale up social support. Hypothesis 6 is hence as follows:
H6: Social presence positively moderates the relationship between social commerce constructs and social support.

2.8 Social commerce impact on trust in seller moderated by social presence

According to Rashid et al. (2022), social presence does not moderate the relationship between social commerce constructs and trust in sellers. In other words, it has no significant influence on the relationship. Consumers, as such, hang on to personal experiences instead of hinging on others' reviews and recommendations on social commerce platforms. Contrary to the previous argument, Zhong et al. (2021) argued that ratings, reviews, and recommendations constitute social support, which builds consumer trust in sellers.

At the outset of the COVID-19 pandemic, many business actors drew on consumer participation, e.g., giving ratings, reviews, or recommendations related to specific products to others. This participation is considered effective since it can reach potential consumers, and in so doing, social presence becomes a factor that also affects trust in sellers strongly (Lu et al., 2016). Social presence through interaction on social commerce platforms enhances consumer trust in sellers as the interaction facilitates consumers to give positive comments, hence building potential consumers' positive perception of sellers and elevating their trust in sellers. Positive ratings and reviews indicate sellers can create a good social presence, enhancing consumer trust. Hypothesis 7 is, therefore, as follows:
H7: Social presence moderates the relationship between social commerce and trust in seller positively.

3. Research Methods

This descriptive and explanatory research used a management science approach to consumer behaviours, observing the correlation between variables or testing hypotheses through

field data collection. The research population included consumers with purchase intention in local food through social commerce platforms in Indonesia. To measure the sample based on (Hair et al., 2021) which is calculated using the 5-10 formula multiplied by the number of variable indicators. There are 24 variable indicators in this study. Then, the value of 24 x 10 = 240. 240 respondents acted as research samples determined using the purposive sampling technique with the following criteria: 1) a minimum age of 17 years old, 2) an experience in accessing social media and/or marketplace to purchase Indonesian local food on e-commerce platforms.

We adapted and adjusted social commerce and social supports based on measurements formulated by Rashid et al. (2022), from which we also derived and customized the concept of social presence (Rashid et al., 2020; 2022). Meanwhile, trust in seller and buying intention variables were taken from Kim and Park (2013) and Imtiaz et al. (2019), respectively, and adjusted to our needs (see table 1). All endogenous and exogenous latent variables were represented by reflective indicators. Besides, all constructs were structured using a 5-point Likert scale. We performed this research in two analysis steps, i.e., descriptive study and hypothesis tests. In step 1, we identified respondents' demographic characteristics. Before beginning step 2, we analysed the measurement and structural models using a variance-based technique, Partial Least Square-Structural Equation Modelling (PLS-SEM), facilitated using SmartPLS 3.0 software. PLS-SEM allows researchers to test complex models with many latent variables and indicators. This is useful when the model contains many paths or relationships that need to be tested simultaneously, as well as when there are moderator variables in the model also this sample has small samples (Hair et al., 2021).

Table 1 - Operational variable.

Variables	Indicator	Source
Social Commerce	1. Interested in reviews and ratings from other users 2. Members who review and rate products/services on this platform are quite knowledgeable about the platform's topics. 3. The main motive that makes me like this site is the reviews and ratings from other users 4. I am interested in reading references from other users 5. Members who refer products on this page have fair knowledge of the products available on this page 6. The main reason I like this site is recommendations from other users. 7. This site does a good job of getting its visitors to make referrals.	Rashid et al. (2022)
Social Presence	1. There is a sense of socialization in social commerce platforms 2. There is a sense of human warmth in social commerce platforms 3. There is a sense of personality in social commerce platforms 4. This website has an attractive image on the home page 5. Can understand the feelings of others who provide information about the seller	Rashid et al. (2022)
Trust in Seller	1. This seller will be trustworthy 2. This seller's site is trustworthy 3. This seller will be honest and truthful with me 4. Trust in the seller positively influences my intention to use the social commerce platform to purchase	Kim and Park (2013)

Social Support	1. When faced with complications, my friends on social commerce platforms comforted and encouraged me 2. My friends on social commerce platforms will offer advice when I need support. 3. When I face difficulties, my friends on the social commerce platform will help me overcome them	Rashid et al. (2022)
Buying Intention	1. Using social commerce helps me make better decisions before buying products or services 2. Using social commerce increases my interest in buying products or services 3. I am very likely to buy products or services recommended by my friends on social commerce 4. I will definitely buy products like those marketed by the brands I follow on social commerce 5. I am interested in buying products as marketed by brands that I follow in social commmmerce	Imtiaz et al. (2019)

4. Results and Discussions

4.1 Respondents' demographic profile

Table 2 indicates the description of respondents grounded on demographic characteristics.

Table 2 - Respondent demography

Respondent Characteristics		Frequency	Percentage
Current age	17-20 years old	37	15%
	21-30 years old	124	52%
	31-40 years old	34	14%
	41-50 years old	34	14%
	> 50 years old	11	5%
Sex	Male	58	24%
	Female	182	76%
Latest educational background	Junior high school	3	1%
	Senior high school	118	49%
	Diploma	6	3%
	Bachelor	79	33%
	Master	26	11%
	Doctor	5	2%
	Others	3	1%
Occupation	Entrepreneur	26	11%
	Police	4	2%
	Doctor	2	1%
	University student	126	52%
	Student	2	1%
	Teacher	4	2%

	Lecturer	25	10%
	Unemployed	6	2%
	Others	45	19%
Monthly income	≤ IDR2,500,000.00	138	58%
	IDR2,500,001.00-IDR5,000,000.00	47	20%
	IDR5,000,001.00-IDR7,500,000.00	32	13%
	IDR7,500,001.00-IDR10,000,000.00	13	5%
	IDR10,000,001.00-IDR12,500,000.00	3	1%
	> IDR12,500,000.00	7	3%
How many times have you accessed the social commerce of a certain local food brand in the last three months?	1-2 times	80	33%
	3-5 times	67	28%
	> 5 times	93	39%
What social commerce platform do you access the most?	TikTok Shop	133	55%
	Instagram Shopping	57	24%
	Facebook Shops	20	8%
	WhatsApp Commerce	7	3%
	Others	23	10%
To your knowledge, what is the local food brand(s) which always provides information on social commerce? (You may select more than one option.)	Eatsambel	16	7%
	Oelek.id	3	1%
	Rendanggadih	28	12%
	Bittersweet by Najla	40	17%
	Snacktok by Najla	7	3%
	Mercon Merah Putih	6	2%
	Gehelsnack	1	0%
	Boci.maknyoss	7	3%
	Others	132	55%
Accessing the social commerce page of the brand(s), do you intend to purchase the offered food online?	Yes	189	79%
	No	51	21%

Source: Processed primary data (2024)

4.2 Measurement model assessment

According to Hair et al. (2021), researchers should undertake a convergent validity test, discriminant validity test, and reliability test to ensure the best output from a measurement model. Predicated on the conceptual framework we elaborated in the literature review, this research used the SEM-PLS measurement scale, including reflective and normative. Reflective construct validity was determined based on convergent validity and discriminant validity. To carry out the convergent validity test, we had to pay attention to Average Variance Extracted (AVE), outer loadings, and communality. Values generated from tests in this research were valid if the AVE output > 0.5 and the outer loading > 0.7. Meanwhile, the discriminant validity test was valid from cross-loadings, AVE Fornell Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT) (Hair et al., 2021).

Table 3 - Convergent validity

Indicators	Initial Outer Loading	Initial AVE	Final Outer Loading	Final AVE
BI1	0.796		0.796	
BI2	0.859	0.672	0.858	
BI3	0.830		0.830	0.672
BI4	0.756		0.756	
BI5	0.855		0.855	
SC1	0.641		Deleted	
SC2	0.677		0.651	
SC3	0.729		0.734	
SC4	0.648		0.647	
SC5	0.732	0.492	0.735	0.504
SC6	0.727		0.726	
SC7	0.738		0.735	
SC8	0718		0.739	
SC9	0,709		0.723	
SC10	0.687		0.694	
SP1	0.806		0.806	
SP2	0.842		0.842	
SP3	0.769	0.599	0.769	0.599
SP4	0.724		0.724	
SP5	0.723		0.723	
SS1	0.863		0.864	
SS2	0.925	0.798	0.925	0.798
SS3	0.895		0.895	
SS4	0.889		0.888	
TS1	0.907		0.908	
TS2	0.901	0.739	0.901	0.739
TS3	0.841		0.841	
TS4	0.783		0.782	

Source: Primary data of SmartPLS 3.3

Hair et al. (2021) argued that an indicator was considered valid if the AVE output > 0.5 and acceptable to proceed to the next test. Table 2 presents evidence that the initial AVE of the social commerce variable did not fulfil the requirement for passing the convergent validity test using AVE. Hair et al. (2021) conveyed that an indicator with a weak outer loading was categorized as not valid and needed to be deleted. Jogiyanto and Abdillah (2009) posited that an outer loading > 0.5 was acceptable to proceed with the next test. Table 2 also shows that the outer loading of the social commerce indicator (SC1) did not meet the requirement for passing the outer loading test as it < 0.5. Accordingly, the value should be deleted to gain a better AVE. After re-estimation, all variables' AVE fulfilled the requirement of passing the test and were eligible for the subsequent tests.

4.3 Discriminant validity

Hair et al. (2021) proposed that a discriminant validity test was carried out based on cross-loadings, AVE, Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). Cross-loadings were determined based on the indicators' score of correlation with the variable, in which the score had to be higher than the correlation score with another variable. Discriminant validity was accepted if the square root was in the diagonal line or the Fornell-Larcker Criterion was higher than in other columns (Table 4).

Table 4 - Fornell-Larcker criterion

	Buying Intention	Social Commerce	Social Presence	Social Support	Trust in Seller
Buying Intention	0.905				
Social Commerce	0.559	0.842			
Social Presence	0.547	0.693	0.879		
Social Support	0.423	0.465	0.573	0.944	
Trust in Seller	0.481	0.586	0.615	0.392	0.927

Source: Primary data of SmartPLS 3.3

The discriminant validity test in the next stage, i.e., Heterotrait-Monotrait Ratio (HTMT), is indicated in Table 4. HTMT constituted thei average of all indicator correlations in all constructs which measured different constructs at a 0.85 threshold value. Hair et al. (2021) stated that the requirement for passing the HTMT test was an HTMT < 0.85. This test aimed to identify if a variable shared no similarity with another. The HTMT test results in Table 4 point out that the values were confirming to the required rule of thumb. Each variable's indicators were declared valid in discriminant.

Table 5 - Heterotrait-Monotrait Ratio (HTMT)

	Buying Intention	Social Commerce	Social Presence	Social Support	Trust in Seller
Buying Intention					
Social Commerce	0.634				
Social Presence	0.638	0.804			
Social Support	0.471	0.513	0.655		
Trust in Seller	0.544	0.660	0.720	0.437	

Source: Primary data of SmartPLS 3.3

As presented in Tables 4 and 5, the instruments used in this research were considered valid in discriminant, and constructs could proceed with the reliability test. Table 5 shows the reliability test result.

Table 6 - Reliability test

	Cronbach's Alpha	rho_A	Composite Reliability
Buying Intention	0.877	0.880	0.911
Social Commerce	0.877	0.879	0.901
Social Presence	0.831	0.834	0.882
Social Support	0.915	0.917	0.940
Trust in Seller	0.881	0.885	0.919

Source: Primary data of SmartPLS 3.3

As stated in Table 6, research variables had composite reliability > 0.7 and Cronbach's alpha which fulfilled the requirement for passing the test, allowing us to perform the next test.

Table 7 - R-Square test

	R Square	R Square Adjusted
Buying Intention	0,372	0,364
Social Support	0.338	0.330
Trust in Seller	0.428	0.421

Source: Primary data of SmartPLS 3.3

Table 7 suggests the results of the R-Square (R^2) test in this research's conceptual model. R Square was imperative to identify to what extent the independent variables affected the dependent ones. The buying intention variable could be explained by social commerce, social support, trust in sellers, and social presence variables by 37%, and the rest, 63%, was explained by variables not included in this research. Social commerce and social presence variables could explain the social support variable by 34%, whereas the rest, 66%, was explained by variables not used in this research. Finally, the trust in seller variable could be explained by social commerce and social presence variables by 43%, and the rest, 57%, was explained by variables not included in this research.

Table 8 - F-Square test

	Buying Intention	Social Commerce	Social Presence	Social Support	Trust in Seller
Buying Intention					
Social Commerce	0.121			0.015	0.085
Social Presence				0.176	0.144
Social Support	0.038				
Trust in Seller	0.041				

Source: Primary data of SmartPLS 3.3

The next test in the inner model was the F-square testing. Hair et al. (2021) suggested that if the value was 0.02, 0.15, or 0.35, the impact was weak, medium, or strong, respectively. Table 8 demonstrates that social commerce, social support, and trust in sellers had a medium impact on buying intention, similar to the medium impact of social commerce and social presence on trust in sellers since their F Square was lower than the requirement for the F Square indicating a strong effect, which was 0.35. Meanwhile, the social presence variable's impact on social support was strong as it had an F Square higher than the requirement, i.e., 0.35. The impact of the social commerce variable on social support and trust in sellers moderated by social presence and the impact of the social commerce variable on social support were weak because the F Square was lower than the requirement for a weak impact, which was 0.02.

Table 9 - Q-Square test.

	SSO	SSE	Q^2 (= 1-SSE/SSO)
Buying Intention	1200.000	905.926	0.245
Social Commerce	2160.000	2160.000	
Social Presence	1200.000	1200.000	
Social Support	960.000	709.777	0.261
Trust in Seller	960.000	665.878	0.306

Source: Primary data of SmartPLS 3.3

As conveyed by Hair et al. (2021), if the Q^2 was higher than 0, the predictive relevance model was good. Table 9 exhibits that the Q Square of all variables was higher than 0, and the variables used in this research hence had good predictive relevance.

4.4 Hypothesis testing

The significance level in the hypothesis test could be studied from the path coefficient. The results were obtained by running the bootstrapping algorithm in SmartPLS to decide whether the proposed hypotheses were accepted or rejected. To test the main hypotheses, Table 10 shows the result of the direct effect of Social Commerce on Social Support and Trust in sellers.

Table 10 - Direct effect of social commerce on social support and trust in seller.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Social Commerce -> Social Support	0.476	0.485	0.055	8.645	0.000
Social Commerce -> Trust in Seller	0.598	0.602	0.052	11.444	0.000

Source: Primary data of SmartPLS 3.3

The direct correlation test without including social presence as a moderating variable in the research model presented a significant result, enabling us to undertake the next moderation test stage. In the next stage, we included the moderating variable in the conceptual model processed, and the results are shown in Table 11.

Table 11 - Path-coefficient examination.

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
Moderating Social Presence (Social Commerce*Social Support) -> Social Support	0.020	0.672	0.502	Not supported
Moderating Social Presence (Social Commerce*Trust in Seller) -> Trust in Seller	0.014	0.251	0.802	Not supported
Social Commerce -> Buying Intention	0.358	5.466	0.000	Supported
Social Commerce -> Social Support	0.144	1.721	0.086	Not supported
Social Commerce -> Trust in Seller	0.315	4.105	0.000	Supported
Social Support -> Buying Intention	0.178	2.863	0.004	Supported
Trust in Seller -> Buying Intention	0.201	3.015	0.003	Supported

Source: Primary data of SmartPLS 3.3

4.5 Discussion

The results gave evidence to the conceptual framework in Figure 1. The hypothesis-1 test results stated that social commerce did not influence social support significantly. Hypothesis 1 was not supported since social commerce had an insignificantly positive impact on social support owing to the t-statistics higher than the t-table (1.721 < 1.651364) and a P-value > 0.05. It suggested that the social commerce platforms consumers used did not enable them to solve problems and reinforce their relationships with other consumers. Previous studies Rashid et al. (2022), Hajli and Sims (2015), and Li et al. (2021), may have shown a positive effect because, in the early stages of social commerce, social interaction was considered a significant factor in building trust. However, as users become more familiar with the platform and more able to recognise manipulative information, they may no longer consider social support a significant factor. This suggests that in recent studies, consumer behaviour may have evolved toward decisions that are more focused on factual information than social opinions. Consequently, consumers assumed that purchasing products through social commerce platforms did not improve their relationship with other consumers, demonstrating the inability of other consumers' reviews to solve the problems dealt with when using social commerce platforms. The reviews provided no detailed information from which consumers could extract solutions to their problems. With the development of social commerce platforms, users have become more selective in identifying relevant social support.

Hypothesis 2, stating that social commerce affected trust in sellers significantly, was supported as the first variable had a significantly positive impact on the second at a significance level of 4.105 > 1.651364 and a P-value < 0.05. It exhibited that shopping on social commerce could give consumers advantages, e.g., information about products acquired by interacting with other consumers and product recommendations. This interaction would improve trust in sellers, as proposed by Li et al. (2020), Rashid et al. (2022), and Zhang et al. (2014), that a high number of consumers on social commerce would enhance consumer intimacy and trust in sellers and reduce rumours and consumer insecurity. It indicated that visitors' information or reviews impacted consumer trust in purchasing the products sellers sold on social commerce platforms.

Hypothesis 3, stating that social support influenced buying intention significantly, was supported as the first variable had a significantly positive effect on the second at a significance level of 2.863 > 1.651364) and a P-value < 0.05. Social support hence impacted the interaction process by which previous consumers shared information and experiences as regards the products, influencing online buying intention on social commerce platforms. The result was congruent with Rashid et al. (2022), Muangmee et al. (2021) and Bazi et al. (2022), who remarked that social interaction as social support could help other consumers sort out products as the final output of a purchase. It showed that when consumers were facing a problem accessing or shopping on social commerce platforms, other consumers would assist them, enhancing their intention to purchase food through the platforms.

Hypothesis 4, stating that trust in sellers had a significant influence on buying intention, was supported because it had a significantly positive effect on buying intention at a significance level of 3.015 < 1.651364 and a P-value < 0.05. That was, sellers with consumer trust built through social commerce could increase consumer buying intention by consistently establishing communication facilitated by the platforms. The result was consistent with Rashid et al. (2022), Wang et al. (2022), and Zhao et al. (2019), who suggested that trust in sellers significantly positively impacted buying intention. When consumers maintained a high trust level in sellers, their purchase intention would improve, indicating that they might purchase products there once they had trust in sellers and social commerce platforms.

Hypothesis 5, stating that social commerce affected buying intention significantly, was supported since the first variable had a significantly positive influence on the latter at a significance level of 5.466 > 1.651364 and a P-value < 0.05. That was, when consumers were using social commerce, their personalized shopping experiences improved, endorsing social support Harnessing social product recommendation tools, such as social commerce platforms, could display what other consumers purchased with similar preferences, therefore promoting the

current consumers' intention, affecting their decision-drawing, and providing social support. The result corresponded with Friedrich et al. (2021), Ali et al. (2020), and Dincer and Dincer (2023), who suggested that consumers using social commerce built social relationships with other consumers by giving ratings and reviews, sharing information, and liking products. It demonstrated how consumers' positive reviews on social commerce platforms would impact people's intention to purchase food online.

Hypothesis 6, stating that the moderating effect of social presence on the correlation between social commerce and social support was not significant, was not supported since the moderating variable had an insignificantly positive effect on the correlation at a significance level of 0.672 < 1.651364 and a P-value > 0.05. It meant that a high social commerce use level did not affect social presence, and social presence had no impact on increased information streams from consumers on social commerce. Higher social presence had no influence on providing information and recommendations on social commerce, and high information availability levels did not indicate high social support. The result was in accord with Liu et al. (2019), Rashid et al. (2022), and Yang (2021), who argued that there was no moderating effect of social presence on the relationship between social commerce and social support. Accordingly, frequent use of social commerce was not affected by social presence, which had supposedly supported social support. It pointed out that senses experienced by others who provided information on social media (senses of social, warmth, and personality) could not address the complexity and difficulties consumers were facing when accessing Indonesian local food on social media platforms, although relevant reviews and comments were available there. In other words, social presence only increases feelings of connectedness between users but does not directly increase the quality or relevance of the support received. In social commerce, users seek objective and practical product information or advice, not just social connections. Therefore, although social presence can make users feel closer, more is needed to affect how much social support is given or perceived as valuable. Hence, the moderating effect of social presence is insignificant.

Hypothesis 7, stating that the moderating effect of social presence on the correlation between social commerce and trust in sellers was not significant, was not supported as the moderating effect was considered insignificantly positive at a significance level of 0.251 < 1.651364 and a p-value > 0.05. In other words, social presence did not significantly impact the relationship between social commerce and trust in sellers since consumers relied on personal experiences instead of resting on others' reviews and recommendations posted on social commerce. The result was in accordance with Rashid et al. (2022), Liu et al. (2019), Zhong et al. (2021), Lu et al. (2016a), and Hassan et al. (2018), who conveyed no moderating effect of social presence on the relationship between social commerce and trust in sellers. As such, the frequent use of social commerce was not influenced by social presence, which had been supposed to sustain trust in sellers. It showed that senses presented through social media could not promote trust in sellers and social commerce platforms even though previous consumers had provided reviews and referrals

5. Conclusion

The results showed that the proposed model describing the correlations could validate data collected in Indonesia and that 4 out of 7 hypotheses proposed in the model were accepted. 240 community members in Indonesia were required to fill out questionnaires distributed during the field survey. SmartPLS was used in model evaluation. Results indicated that social commerce and presence did not become the centre of attention within a product purchase context and only partially impelled MSME product purchase intention in Indonesia through social commerce platforms. Two instrumental factors here were trust in sellers and social support, which could improve purchase intention on social commerce if highly considered when purchasing products online. Our conclusions could be referred to understanding consumer behaviours when purchasing products through social commerce platforms as they could increase consumer trust in products.

The findings of this study have theoretical ramifications for the advancement of marketing management science, particularly concerning the study of behavioral models using

purchase intention variables assessed on social commerce platforms utilized by Indonesian local food sector enterprises. Practically, this research has implications for how crucial it is for local food SMEs in Indonesia to promptly address any feedback provided by users of the social commerce platform in the form of questions, comments, or suggestions. Establishing a social media presence on a social commerce platform can have a noteworthy impact on the likelihood of Indonesian local food being purchased. By cultivating a robust and esteemed brand image, you can entice a larger customer base and bolster sales. To elevate business and attain triumph, it's imperative to prioritize constructing a formidable social media presence. Additionally, Indonesian small and medium-sized enterprises (SMEs) in the food industry must provide more thorough explanations of their products on social commerce platforms, such as presenting content like photos, videos, and reels, that are more visible and real, because reviews or comments made by other customers are unable to adequately describe what visitors want. Thus, the company is responsible for providing thorough information that can overcome consumer or visitor difficulties when accessing the platform. It may be a basis to improving e-commerce strategies in Indonesia, particularly in fostering consumer trust in local food markets, which is essential for the development of small businesses.

This research also possessed limitations and assumptions: (1) unevenly distributed respondents in the areas because of uncontrollable questionnaire distribution using Google Forms, (2) a lack of references related to the social presence variable, and (3) the focus limited to buying intention. Future researchers are suggested to discuss other consumer behaviours.

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