Social Commerce Success Impact on Business Performance Insight From Tik-Tok Shop Phenomena in Indonesia

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ARTICLE INFO

ABSTRACT

Purpose : Social commerce has revolutionized as a more interactive business platform beyond e-commerce, but there are still limited studies on its success and impact on TikTok Shop's performance case as the most popular social commerce. This study investigates the determinants of success in the framework of Delone and Mclean's information system success model, which was developed by attributing its impact on TikTok Shop's business performance.

Method : The research was conducted on Generation Z users and entrepreneurs who use TikTok Shop as an essential part of business in Indonesia, using SEM analysis through the stages of outer model, inner model, goodness fit, and hypothesis testing.

Findings : The results show that the usage level is indicated by system quality and trust, while user satisfaction is indicated by information quality, service quality, and trust, which affect the success of TikTok Shop and positively influence the seller's business performance. Social media transformation into social commerce requires consideration of usage and user satisfaction as determinants of system success that practically affect the seller's business performance.

Novelty : The study proposes the trust variable as an extension of Delone and Mclean's ISSM and examines its direct relationship with multidimensional seller performance so that it can be developed to enrich the existing model.

INTRODUCTION

Information technology disruption has modified people's behaviour, including how they meet their economic needs (Rohmah, 2020). These changes in financial behaviour also stimulate the development of information technology as an essential part of people's lives today. As an illustration, social media and e-commerce are side by side in support of various essential community activities. Social media is a medium of friendship, information media, entertainment media, and means of self-actualization that continues to develop innovatively. On the other hand, e-commerce, especially the marketplace, is a medium for buying and selling transactions that are easy, efficient, and integrative with a comprehensive and almost limitless reach (Onggowidjojo, 2020). Both are widely accepted and partially used and continue to experience substantial innovation.

The advances in social media with Web 2.0 technologies provide opportunities to integrate e-commerce models globally oriented towards social communities (Yacob et al., 2018). Integrating social media with e-commerce has combined their functions as community-based business platforms. Social commerce (s-commerce) has combined social elements such as user reviews, recommendations, and social interactions from social media with aspects of product browsing, reading reviews, asking questions, and making interactive product purchases (Sa'adah et al., 2022).

S-commerce enables businesses to effectively communicate with global consumers by including the content created by consumers in the online shop, transcending the capabilities of traditional retail outlets (Rakhmawati et al., 2021). S-commerce has brought a significant digital revolution in the industrial era 5.0. According to Forbes data, as of May 202, more than 97% of s-commerce users are Generation Z, who use social media as a source of inspiration for shopping (Kastenholz, 2021). Regarding various s-commerce, TikTok is the most widely used appli-

cation, with 656 million users, followed by Instagram, 545 million users, and Facebook, 416 million users (Blacker, 2021). Since TikTok arrived in Indonesia in 2017, this social media has been widely accepted and has become a trend in commerce with the formal TikTok Shop in 2021. Recent facts indicate that despite TikTok shop not being permitted as a business platform, it has transformed into a part of the existing marketplace with a new presence and is recognized by consumers as an online shopping channel (Saepudin et al., 2024).

A considerable number of s-commerce studies have been performed with the main themes of 1) drivers of social commerce activities, 2) effects or consequences of these drivers in the context of social commerce, and 3) consumer response processes in social commerce (Zhao et al., 2023). Recognizing different viewpoints and regulations in social commerce is vital to capture opportunities to explore attitudinal changes in utilizing new social commerce functions and understanding user behaviour in the context of social commerce (Hasaliza et al., 2023). In addition, this information is precious for directing future research on social commerce as new technologies develop.

The lack of thoughtful guidance in this area made gaining an in-depth understanding of social commerce-based analyses challenging. Empirical studies analyzing the technological success of social commerce, such as TikTok Shop, have not been widely revealed. The implementation of the social commerce success model with the Information System Success Model (ISSM) framework from Delon and Mclean is still limited, especially in terms of the performance of TikTok Shop, which has not been widely disclosed. This research aims to develop the ISSM model by linking system success with seller performance. This research is intended to contribute to social commerce practitioners in the context of a social commerce process management model, especially Tik Tok Shop, through the determinants of seller performance system success. This research also theoretically formulates the determinants of TikTok Shop's social commerce success within the ISSM framework and its impact on seller performance.

DeLone and McLean (2003) emphasized that the success of an information system is multidimensional. One particular system success model generally used is the Information System Success Model (ISSM) from DeLone and McLean. The initial ISSM model development included six dimensions: system quality, information quality, usage, user satisfaction, individual impact, and organizational impact. The information system success model (ISSM) can be used to measure the challenges of e-commerce and social media practices. Social commerce is an integrated phenomenon of e-commerce and social media; hence, the ISSM is appropriate for explaining the determinants of the success of the TikTok Shop application. Analyzing the impact of Tik Tok Shop's success on the performance of business owners (sellers) is interesting to study in line with the adoption of Hartanto (2022), which shows the empirical link between information systems and MSME performance, both financial and non-financial. In addition, trust is an essential study due to the presence of relatively recent and massively used social commerce. This fact follows the findings of Vongsraluang & Bhatiasevi (2016), so it is interesting to extract the determinants of system success in social commerce.

Even though many empirical studies on system success have been published, the acceptance of the concept of system success is unclear, and it remains a controversial issue among researchers. This is because success is a multidimensional concept that can be evaluated at different levels and has several assessment criteria (DeLone & McLean, 2004). Several studies with ISSM have been used; for example, Busalim et al. (2020) tested variations of the model (Filieri et al., 2017), which focuses on purchase intention in social commerce, Vongsraluang & Bhatiasevi (2016) examine the determinants of system success, and studies of the ISSM model in MSEs, among others by Hartanto (2022), Madias (2022), Rahmadiane & Utami (2021), Yacob et al. (2018). Many information systems researchers have noticed the importance of trust in the system as an essential variable in their proposed models. Hajli (2014) proposed a social commerce adoption model that includes trust as a critical construct. As previously stated, this study also aims to measure the success of social commerce systems at the organizational level, with trust as one of the exogenous variables.

Based on Vongsraluang & Bhatiasevi (2016), information quality is a significant characteristic of social commerce, which is connected to aspects of information quality (relevancy, competence, accuracy, and usefulness) and determinants of customer satisfaction. Social commerce design features and identifies information quality as one of the main features that connect with user usage and satisfaction in the social commerce model. Based on this study, the following hypothesis is formulated:

H$_1$: Information quality has a significant positive effect on social commerce usage

H$_2$: Information quality has a significant positive effect on social commerce user satisfaction

System quality is defined as the customer's perception that social commerce has technical and functional capabilities, such as availability and accessibility (Alshibly, 2014). When customers use social commerce within a specific duration of time, and any problems that may affect the accessibility of social commerce are prevented, customers will effectively achieve their goals and feel satisfied. Hence, the quality of the social commerce system will sustain customer satisfaction with the application. Alshibly (2014) suggests that usability and accessibility are the main subdimensions of system quality in social commerce. It has been found that satisfactory system quality will make customers feel that social commerce applications are valuable platforms for social interaction and can encourage them to continue using social commerce applications (DeLone & McLean, 2004). Based on this study, the following hypothesis is formulated:

H₃: System quality has a significant positive effect on social commerce usage

H₄: System quality has a significant positive effect on social commerce user satisfaction

According to Vongsraluang & Bhatiasevi (2016), service quality is an evaluation of customers' support of services provided by providers through websites or applications regarding responsiveness, assurance, and empathy. By receiving satisfactory service, customers can feel the satisfaction power of social commerce because their experience matches their expectations (DeLone & McLean, 2004). This has a positive effect on the continued use of social commerce. Quality service will determine the dimensions of use and satisfaction with the use of the application. Based on this study, the following hypothesis is formulated:

H₅: Service quality has a significant positive effect on social commerce usage

H₆: Service quality has a significant positive effect on social commerce user satisfaction

According to Busalim et al. (2020), trust is one of the reasons for purchasing resistance and failure in social commerce development strategies. However, according to Liang & Turban, the issue of trust is even more critical in the context of social commerce due to the dependence on the content generated. Trust is one of the main factors in creating and maintaining successful customer relationships, and customer loyalty is found to be a critical predictor of online business success. Based on many empirical studies, trust can be understood as a significant social factor in the framework of information system success. Based on this study, the following hypothesis is formulated:

H₇: Trust has a significant positive effect on social commerce usage

H₈: Trust has a significant positive effect on social commerce user satisfaction

Usage focuses on the utilization of a system by users to measure a system if the existence of the system does not encourage users to implement it. Usage is used to measure the success of a social commerce application. Usage is behaviour as a dimension of measuring e-commerce success through user satisfaction (DeLone & McLean, 2003; Tam et al., 2020). Based on this study, the following hypothesis is formulated:

H₉: Social commerce usage significantly positively affects social commerce user satisfaction

H₁₀: Social commerce usage significantly positively affects the social commerce success model

H₁₁: The use satisfaction of social commerce has a significant positive effect on the success model

The user satisfaction dimension explains how users feel after using the information system. Adapting the ISSM concept proposed by DeLone and McLean, user satisfaction can be measured by focusing on the information generated by the system and overall user satisfaction. Information satisfaction explains the difference between the information needed by users and the information generated by the system and received by users. In contrast, overall satisfaction is the satisfaction felt by users for the entire system that has been used (Filieri et al., 2017). Based on this study, the following hypothesis is formulated:

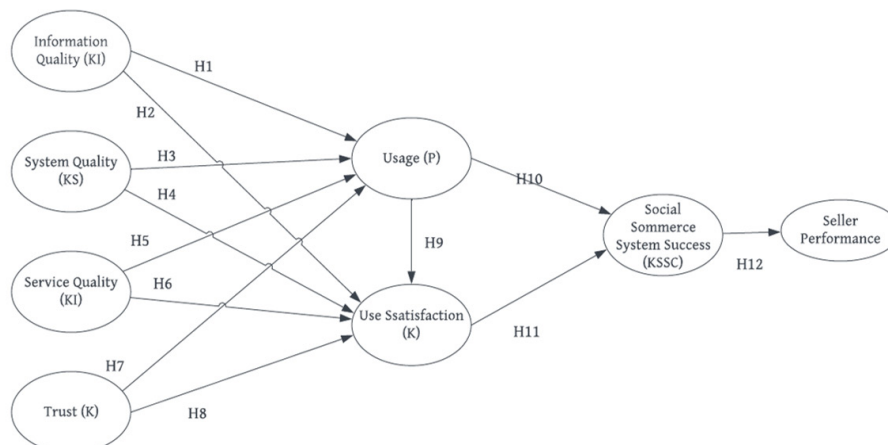**H₁₂: The social commerce success model has a significant positive effect on seller performance**

Figure 1 Research Model Hypothesis

Table 1. Characteristics of Respondents - Buyers

Characteristics		Frequency	Percentage
Sex	Male	23	17.60%
	Female	107	82.40%
Age	17 - 19 year	15	11.50%
	20 - 22 year	59	45.40%
	23 - 25 year	36	27.60%
	26 - 28 year	20	15.50%
Occupation	Student	84	64.60%
	Public Servant	11	8.50%
	Private Employee	21	16.20%
	Self-employed	14	10.70%
Duration of usage per week	< 3 times	25	19.20%
	3 - 5 times	68	52.40%
	6 - 8 times	22	16.90%
	>8 times	15	11.50%
Average purchase value via TikTok Shop a week	< IDR 100,000	34	26.10%
	IDR 100,000 – 300,000	56	43.20%
	IDR 300,001 – 500,0000	12	9.20%
	IDR 500,001 – 750,0000	16	12.30%
	> IDR 750,000	12	9.20%

Source: Primary Data Processed (2022)

RESEARCH METHODS

The population comprised TikTok Shop users, including both sellers and buyers. Sellers were chosen based on their minimum two-year usage of the TikTok Shop. Sellers were selected through convenience sampling from the TikTok Shop seller community. Seller respondents were asked to fill in performance data through turnover and ratings from TikTok Shop. Gen Z contributes to most TikTok Shop customers, representing 27.94% of Indonesia's population in 2020 (Afriza, 2021). The number of TikTok Shop buyers is uncertain; therefore, the sample of buyers was determined by at least five multiplications of the indicator, totalling 115 respondents. The online questionnaire was delivered through social media platforms to buyer respondents with snowballing sampling to achieve minimum data. The questionnaire had five measures, from strongly disagree to strongly agree, which measured the variables: information quality, system quality, service quality, trust, usage, buyer satisfaction, and social commerce system success.

Structural Equation Modeling with the PLS model was chosen because it is flexible and insensitive to small sample sizes and complex equation models for reflective and formative constructs. Testing consists of three stages: outer model, inner model, and hypothesis testing. The outer model stage consists of testing convergent validity, discriminant validity, and composite reliability. Convergent validity is observed from each indicator's loading factor to show the indicator's variance (Kwong-Kay, 2013) and examine the Average Variance Extracted (AVE) value. Composite reliability is tested using Cronbach's alpha (Hair et al., 2016). The inner model is carried out by testing the collinearity between constructs and the predictive ability of the model through the coefficient of determination (R^2), cross-validated redundancy (Q2), Variance Inflation Factor (VIF) and model fit, including SRMR and NFI

Table 2 Distribution of Buyers by seller's TikTok Shop account

No	TikTok Shop Account	Frequency	Percentage
1	r*mgh_*****	16	12.3%
2	gud*ng_*******	21	16.2%
3	j**sh*n*ygu**ng.smg	32	24.6%
4	h**rand**.official	34	26.2%
5	z*kh*s*aofficial	14	10.7%
6	*zza_pie*ce	13	10.0%
	Total	**130**	**100%**

Source: Primary Data Processed (2022)

Table 3. Construct Validity and Reliability Testing

Descrip-tion	Loading Factor Construct						
	Information Quality (KI)	System Quality (KS)	Services Quality (KP)	Trust (K)	Usage (P)	Use Satisfaction (KPG)	Social Commerce System Success (KSSC)
X_1	0.735	0.738	0.747	0.821	0.891	0.870	0.832
X_2	0.748	0.766	0.820	0.805	0.867	0.882	0.884
X_3	0.765	0.748	0.804	0.792	0.753	0.782	0.771
X_4	0.758	0.776	0.781	0.822	-	-	-
X_5	0.826	0.794	0.817	0.772	-	-	-
X_6	0.742	0.787		-	-	-	-
AVE	0.582	0.591	0.631	0.644	0.704	0.715	0.689
Composite Reliability	0.893	0.896	0.895	0.900	0.877	0.883	0.869
Cronbach's Alpha	0.856	0.862	0.854	0.862	0.788	0.799	0.773

Source: Primary Data Processed (2022)

values (Hair et al., 2016). The inner model coefficient value indicates the significance level in hypothesis testing; the significance test is carried out using the Bootstrapping method with an alpha significance level of 5% (Bugshan & Attar, 2020; Hair et al., 2016).

RESULTS AND DISCUSSIONS

Table 1 shows that the majority of respondents are women, totalling 107 people (82.4%,) while men are 23 people (17.6%), with the most considerable age being 20-22 years old and as many as 59 people (45.4%), while the others are spread from 17 to 28 years. TikTok Shop users are dominated by students or university students, totalling 84 people (64.6%), followed by private employees, totalling 21 people (16.2%), self-employed people, totalling 14 people (10.7%) and civil servants, totalling 11 people (8.5%). The duration of the majority of TikTok Shop usage ranges from 3 - 5 times per week, reaching 52.4%, with purchases ranging from IDR 100,000 - 300,000, which reached 43.2%.

Buyer respondents are classified based on the seller's TikTok Shop account (disguised) with whom they frequently interact to make purchases, as shown in Table 2. Table 2 shows six TikTok Shop users as sellers with a relatively even distribution of buyer respondents. The most are h**rand**.official with a proportion reaching 26.2%, and the lowest is *zza_pie*ce with a proportion of 10% of buyers so that the perception of buyers' assessment of Tik Tok Shop for each seller can be directly correlated and reduced from assessment bias.

Outer model testing is presented in Table 3, which shows that the outer loading value of each indicator on each construct is more significant than 0.7, so it can be concluded that the construct is valid. This finding is also supported by the Average Variance Extracted (AVE) value greater than 0.5. Furthermore, the calculation results on composite reliability for all constructs are more than 0.6, and Cronbach's alpha value for each construct is more than 0.7, so all are classified as reliable.

Furthermore, the validity and reliability tests of the formative constructs of seller performance are presented in Table 4. The validity test results on the seller performance construct showed that the weight value of the business turnover indicator (0.221) was insignificant. At the same time, the rating (1.151) was substantial, so it could be said to be valid. The performance indicator is preserved in the model and not excluded, considering each item represents a different dimension of formative construct importance and to maintain content validity (Schaupp & Bélanger, 2014). The test results showed that all items had VIF values below the cutoff of 3.3, indicating no formative multicollinearity problem for the constructs (Diamantopoulos & Siguaw, 2006).

Table 4. Testing the Validity and Reliability of Seller Performance

Construct	Items	Outer Weights	P Values	VIF
Seller Performance	Turnover	0.221	0.249	2.174
	Rating	1.151	0.000	2.174

Source: Primary Data Processed (2022)

Table 5. Result of Construct *Variance Inflation Factor* (VIF)

Construct	P	KPG	KSSC	Seller Performance
KI	3	3	-	-
KS	2	3	-	-
KP	2	3	-	-
K	4	4	-	-
P	-	2	1.489	-
KPG	-	-	1.489	-
KSSC	-	-	-	1
R²	0.53	0.7	0.612	0.628
Q²	0.354	0.468	0.411	0.438
SRMR			0.772	
NFI			0.764	

Source: Primary Data Processed (2022)

Table 6. Hypothesis Test Results in Path Coefficients

Relation	*Original Sample (O)*	*P*	Result
KI → P	0.160	0.102	H_1 Rejected
KI → KPG	0.216	0.010*	H_2 Accepted
KS → P	0.332	0.002*	H_3 Accepted
KS → KPG	0.111	0.148	H_4 Rejected
KP → P	-0.149	0.101	H_5 Rejected
KP → KPG	0.315	0.002*	H_6 Accepted
K → P	0.422	0.001*	H_7 Accepted
K → KPG	0.268	0.004*	H_8 Accepted
P → KPG	0.032	0.353	H_9 Rejected
P → KSSC	0.405	0.000*	H_{10} Accepted
KPG → KSSC	0.477	0.000*	H_{11} Accepted
KSSC → SP	0.358	0.002*	H_{12} Accepted

Source: Primary Data Processed (2022)

The structural model evaluation step is to examine the presence of collinearity between the constructs through the VIF value and the predictive ability of the model using the coefficient of determination (R^2), cross-validated redundancy and model fit.

It is known from the Table above that the calculation of the Variance Inflation Factor (VIF) for all constructs is less than 5, so it is concluded that there is no collinearity between constructs. Table 5 above shows the R2 value of Usage (P) was 0.530, Use Satisfaction (KPG) was 0.700, Social Commerce System Success (KSSC) was 0.612, and Seller Performance value was 0.128, which qualified the R-Square value because it was above 0.5. Cross-validated redundancy (Q2) or Q-square test shows a predictive relevance value of more than 0 so that the model is declared accurate to the existing construct pattern. The SRMR value of 0.77 indicates a fit model because the value is more than 0.08. Furthermore, the NFI of the structural model is 0.774, so the model can be declared fit. The next step is hypothesis testing with the bootstrapping model to estimate the significance level or probability of direct, indirect, and total effects (Hair et al., 2016). The following are the results of hypothesis testing, presented in Table 6.

In the Table, some hypothesis testing results are shown. Use is significantly influenced by the variables of System Quality (0.332; 0.002) and trust (0.422; 0.001) so that H3 and H7 are accepted. Meanwhile, the Information Quality (0.160; 0.102) and Service Quality (-0.149; 0.101) variables did not significantly affect usage, so H1 and H5 were rejected. User Satisfaction is influenced considerably by the variables of Information Quality (0.216; 0.010), Service Quality (0.315; 0.002), and trust (0.268; 0.004) so that H2, H6, and H8 are accepted, but System Quality (0.111; 0.148) is not significant so that H4 is rejected. On the other hand, usage does not affect User Satisfaction, with a loading factor value of 0.032 (0.353), so H9 is rejected. Meanwhile, the success of the social commerce system is significantly influenced by usage (0.405; 0.000) and user satisfaction (0.477; 0.000), so H10 and H11 are accepted. The direct relationship between Social Commerce System Success and Seller Performance is significant at a loading of 0.358 (0.002), so H12 is accepted. The findings are illustrated in Figure 2.

The model sensitivity testing was conducted by considering the significance of the control variables in the model, as shown in Table 7. Various respondent characteristics are being tested to determine if the models are sensitive to changes in the respondents' specific characteristics. As seen in Table 7, the endogenous variables of usability, user satisfaction, and social commerce system success are not significant at the 5% alpha level due to variations in gender, age, and job type. This means the model is robust to respondent variations based on gender, age, and job

Table 7. Significance Test of Control Variables

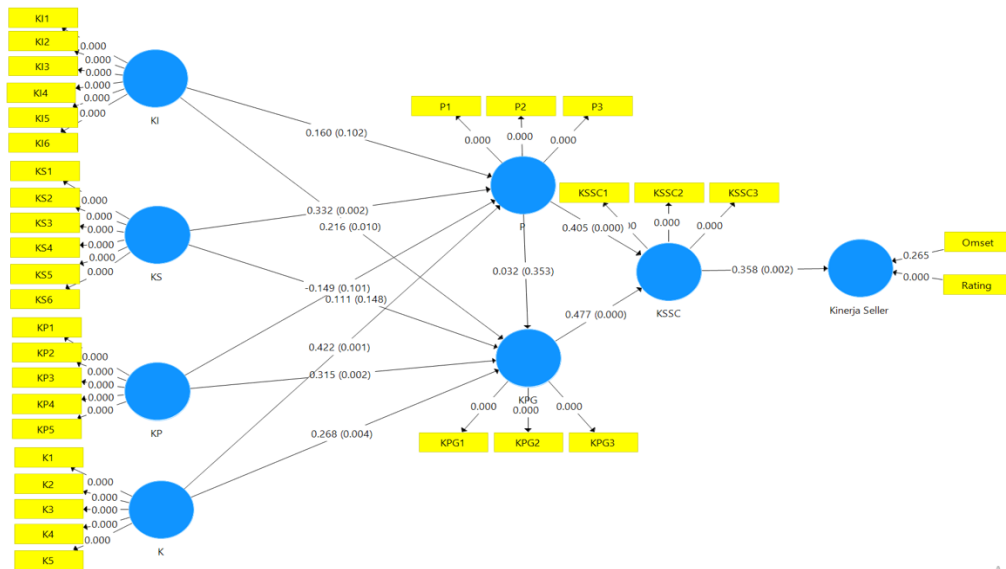| Relation	P Values*	Relation	P Values*
Gender → P	0.192	Job type → P	0.373
Gender → KPG	0.079	Job type → KPG	0.422
Gender → KSSC	0.379	Job type → KSSC	0.086
Age → P	0.365	Year of business → SP	0.000*
Age → KPG	0.470	Product type → SP	0.000*
Age → KSSC	0.357	Followers → SP	0.021*

Source: Primary Data Processed (2022)

Figure 2 Hypothesis Testing Results

type. Different findings were found for seller performance, which was significantly determined by year of business, product type, and followers. This implies that seller performance must be analyzed differently based on these characteristics.

The hypothesis test results show that usage is influenced by system quality and trust, while User Satisfaction is influenced by information quality, service quality, and trust. In this context, the usage of TikTok Shop is highly determined by buyers' perceptions of system quality and trust in social commerce. To the extent that buyers have confidence in technical and functional capabilities, such as reliability and ease of use of the system (Alshibly, 2014) and believe that Tik Tok Shop can fulfill their expectations as the latest commerce platform, usage will increase.

System quality is identified from the dimensions of usability and accessibility reflected in the massively used TikTok Shop application. As a social media platform, TikTok Shop recognizes the characteristics of being easy to use and accessible to a wide range of people to confirm the system's quality. The quality of a satisfactory system will lead customers to perceive that social commerce is a helpful platform for social interaction and can encourage them to continue using it in business activities (DeLone & McLean, 2004). This fact was supported by the majority of the duration of use in a week between 3-5 times, which increased in proportion to the massive use of TikTok Shop. The information quality aspects reflected in this study's relevancy, competence, accuracy, and usefulness are not determinants of use.

It explained that the characteristics of the TikTok Shop did not consider the relevance of information, ease of use, the importance of details, and the accuracy of information for decision-making regarding the purchase of products. This fact is aligned with the wide and massive use of TikTok Shop, but there is a lack of attention to technical aspects and complete information. Service quality is also not a concern of users, as evidenced by the fact that this factor does not significantly affect usage. The trend of using TikTok Shop as a commerce media is the latest and exciting choice. Therefore, the user's perspective is not sufficiently focused on the quality of service from the shop, such as a thrilling experience, convenience, empathy, and response from the seller's performance (Vongsraluang & Bhatiasevi, 2016). Following the current time, issues that users ignore due to following trends will have an impact on sustainability, as in the case of the marketplace in early 2018 (Ardiansah et al., 2021)

Furthermore, user satisfaction is influenced by more specific aspects, namely the quality of information generated, the quality of service the seller provides, and trust in social commerce (DeLone & McLean, 2004). Tik Tok Shop application users are satisfied when using the application and use it continuously, indicating that users have perceived a match between user expectations and expectations, certainly concerning the information needed, an easy system, quality service, and a trusted application. The system's quality in this study is less determinant of satisfaction because buyers believe that as the latest commerce platform used by many people, ease of use and accessibility are surely trusted. Intensive user interaction in social media impacts trust, and the social commerce system will continue to be used.

Trust is the only exogenous that significantly affects both usage and user satisfaction. Trust can be understood as a significant social factor in the framework of information system success. Social factors are essential in human interaction, especially online shopping. It is defined as the expectation or belief that something will happen as predicted, or in this case, that the technology will work consistently in a predictable way (Hajli et al., 2017). Several studies have supported the relationship between trust in use and online shopping intention significantly, including (Abed et al., 2015; Cui et al., 2018; Hajli & Shirazi, 2021; Hsu et al., 2014; Lim et al., 2020; Rouibah & Al-Qirim, 2017; Solling Hamid & Ikbal, 2017; Vongsraluang & Bhatiasevi, 2016). The importance of trust is a critical factor in establishing and maintaining successful customer relationships where customer loyalty is found to be a driver of

online business success.

Usage and user satisfaction significantly contribute to the success of social commerce systems. Therefore, information quality, system quality, service quality, and trust indirectly determine the success of the social commerce system. The social commerce system's success is identified from the net benefits users can experience through more intensive, comfortable, and sustainable use and user satisfaction with social commerce. These benefits include the impact of information systems that can increase work efficiency and effectiveness, reduce error rates, and facilitate communication (Petter et al., 2008).

After the determinants of usage and user satisfaction are defined as determinants of system success, the analysis of the effect on seller performance is significant. It confirms that the success of the social commerce system directly affects seller performance. Several respondents' characteristics as controls do not provide different variations in usage, user satisfaction, or social commerce system success. This result emphasizes that Delone and Maclean's ISSM model is robust in the context of Generation Z respondents. In contrast, seller performance differed based on the length of business, product type, and number of followers. This indicates the need for further analysis of seller performance based on these characteristics in future research. Since 2021, the presence of e-commerce has been defeated by the changing policy on social commerce that is spreading in Indonesia, primarily the phenomenon of TikTok Shop infiltration. In response to the viral occurrence of TikTok Shop and complaints from e-commerce entrepreneurs, the Minister of Trade and Industry issued a ban on the involvement of TikTok Shop as social media in e-commerce platforms in 2023. As it stands, TikTok Shop is becoming part of an existing marketplace and is officially recognized as an online trading medium in Indonesia. This is not expected to impact the context of the study's findings significantly and provides an opportunity for a specialized study of the phenomenon.

CONCLUSIONS

This research has concluded that the success of social commerce is determined by usage and user satisfaction factors for Generation Z in this context. The usage factor is defined by trust and system quality, while the user satisfaction factor is described by information quality, service quality and trust. This research also showed that the success of the social commerce system significantly impacts the seller's performance. These findings provide theoretical implications that confirm Delone Mclean's ISSM model in this context and practically give a technical suggestion that should be considered in the design of social commerce applications, such as aspects of relevance, competence, accuracy, and usefulness that are ignored as a result of widespread usage trends. This study has several limitations, including a sample that is still limited but can be expanded in terms of respondents' numbers and specific characteristics. In addition, the dimensions of seller performance can be combined into different financial and non-financial aspects. This research can also be replicated to determine the relationship between the system and the success of the business area.

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