



Applying Structural Equational Model (SEM) to Analysis of Perceived Social Media Influence on Intention to Buy Online Store by Consumer Trust and Hedonic Brand Image

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Abstract.

Purpose: This research aims to examine the influence of social media perceptions which directly influence repurchase intentions which are mediated by consumer trust and hedonic brand image in an online shop by applying the Structural Equational Model (SEM) with Partial Least Square (Smart PLS) technique.

Methods: This research examines the effect of social media perception intervention on repurchase intentions which is analyzed with a population taken from consumers in four marketplaces, including Lazora.Com, Lazada.com, and Blibli.com. The number of samples in this research was 80 respondents. The sampling technique uses accidental, namely distributing questionnaires to consumers who meet in WhatsApp groups. The data was tested with the variable social media perception, purchase intention, consumer trust, and hedonic brand image. Data were analyzed using the Structural Equational Model (SEM) with Partial Least Square (Smart PLS) technique.

Results: The research results show that the indicator variables proposed to test the influence of perceived social media on repurchase decisions. The Q2 predictive relevance value shows that the perceived social and consumer trust contributes 0.7647 towards the intention to buy. The rest which is 0.2353 is affected by the other variable. Therefore, social media perceptions do not influence repurchase intentions, but social media perceptions influence repurchase intentions which are mediated by consumer trust and Hedonic Brand Image in an online shop.

Novelty: The novelty of this research is that consumer trust and hedonic brand Image can increase the intention to buy in an online store. We found that there are perceived social media influence repurchase intention to buy mediated by consumer trust and Hedonic Brand Image in an online store. This will contribute to other research, creating Consumer trust and a Hedonic Brand image is very important to increase repurchase intention to buy in an online store.

Practical implications – The findings of this study may contribute to consumer behavior models, online stores, and Tripple duties.

Keywords: Perceived social media, Customer trust, Hedonic brand image, Repurchase intention

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INTRODUCTION

The development of online stores has increased over time. One proof of the development of technology applications is felt by business people and consumers to provide many benefits. Changes in environmental conditions cause shifts in consumer behavior. Currently, the Covid-19 situation has reduced so activities have begun to run slowly. Marketers must be able to predict consumer shopping intentions on certain products and services, even though Covid-19 has subsided, consumers continue to buy online, and online shopping is considered to have become a lifestyle. Generally, almost all business activities are carried out online, but some businesses are forced online because they follow the development of current consumer shopping trends. Marketers or business people need to respond to consumer repurchase intentions in online stores.

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Intention to buy is the behavior of consumers wanting to make purchases of a product or service [1]. The business phenomenon in online stores will have a positive or negative impact. The rise of social media such as Facebook, Instagram, and WhatsApp businesses to promote products and services to target consumers. Some of the responses submitted by customers are social media that is very aggressively promoting their products so that customers are sometimes unaware of making purchases. Consumer trust in the online store is conveyed in the form of criticisms in the review column. The business phenomenon that occurs in online stores is that several online stores are experiencing an increase or decrease in their customers.

Some customer information obtained from initial research responds that repurchase intention decreases or fluctuates, among consumers, some repeatedly buy products through online stores, and some do not continue to purchase several times. Some consumers respond well, and sometimes some respond badly to online storage services. Based on preliminary research conducted in September 2022, social media users who shop online are around 80%. This can be interpreted that around 80% of all respondents asked for a response have used various online shopping applications. However, not all consumers make online shopping routines again. According to research by Rao et al., in 2022 [2] social media used by business people are WhatsApp Business, Instagram, Facebook, etc.

Before the emergence of Covid-19, consumers shopped more often in stores or at traditional markets, but with the emergence of the Covid-19 outbreak, consumer behavior began to shift. Consumers use the Internet more in shopping, because of the Covid-19 outbreak because the existence of online stores is needed by consumers, there is no need to shop anywhere face-to-face. An online store that sells goods realized in the appearance of a website that can be accessed when connected to the internet network. After Covid-19, some consumers have started shopping face-to-face, but Covid-19 has begun to subside, and the sense of worry of some consumers is still there. Some continue to shop online, and there is also face-to-face shopping, depending on the consumer.

The problems that arise begin with business phenomena and previous research gap research. Gap research from several previous studies has proven that social media perception affects the intention to buy in online stores [3], [4], one side of previous research proves that social media perception does not affect the intention to buy. In addition, there are contradictions in previous research explained by Alalwan in 2018 [5] media does not directly affect purchase intention. Some previous studies examining loyalty and purchase intention [6] prove that social support and social presence do not directly affect word of mouth. According to McClure in 2020 [7], [8] social media marketing does not directly affect purchase intention. The occurrence of the pros and cons of previous research results so that researchers want to scientifically examine the factors that cause online repurchase intention [9].

Some of the earlier researchers presented related to customer buybacks in online stores as follows research by Ji et al. in 2022 [10] proves that the intention to purchase in social commerce is influenced by perceived herd behavior tie strength (Familiarity Subjective) Norms Peer Communication. The closeness of emotional support prasocial interaction [11]. According to Helmi in 2022 prove that social media Advertising, social content, and media sales promotion content affect behavioral intention [12]. Zhang in 2019 stated that social media usage affects loyalty mediated by trust and purchase risk [13]. Zhao in 2019 proved that social media use and perception affect purchase intention [14].

Therefore, this research focuses to examine the influence of social media perception interventions on repurchase intentions which are analyzed with a population taken from consumers in four marketplaces, including Lazora.Com, Lazada.com, and Blibli.com. bukalapak.com. The sampling technique uses accidental, namely distributing questionnaires to consumers who meet in WhatsApp groups. The data was tested with the variable social media perception, purchase intention, consumer trust, and hedonic brand image. Data were analyzed using Structural Equational Model (SEM) with Partial Least Square (Smart PLS) technique.

Research [15], [16] explains repurchase intention is a purchase that is made repeatedly. Purchase Intention (PI) consumers will consider online stores to transact in the future, consumers will use the community in the future, provide opportunities, and intend to transact in the community.

Social media is a media that works easily to participate, share, and establish social networks, Wifi, hold forums, virtual worlds, and so on. Social media can be used as a means of business and product promotion. Jam, social media is one place to exchange information between consumers. Various social media that are often used by consumers are YouTube, Facebook, WhatsApp, Instagram, Line, Twitter, Google, and LinkedIn. In this study, consumers use shopping through applications in online stores.

Purchase intention has several indicators, as follows: 1) Consumers will buy products in application-based store stores in the future, and 2) Consumers consider buying products from app-based stores. 3) Intention to buy is done repeatedly. The research by Tzavlopoulos in 2019 [17] explains Loyalty 1) will divert the website, 2) will encourage friends and relatives to do business with the website, 3) will do more business with the website in the next few years, 4) will give positive comments about the website for others, 5) will consider this as an option my first time to buy a service on this web site. Purchase intent is related to indicators of food availability in stores, willingness to buy food, willingness to buy food despite high prices, and the likelihood of buying food more often.

Relationship of perceived social media to intention to buy

Social media is very important in communicating a product or service to target consumers. Clear information can increase consumer confidence in the online store visited. Online store information relates to the content of brief information, and faster information search in online stores [18], social support influences WOM intention mediated by community engagement [19]. The study [20], [21] proves that social media Advertising, social content, and media sales promotion content affect behavioral intention. According to Zhang in 2019 [13] state that social media usage affects loyalty mediated by trust and purchase risk. [14] prove that social media use and perception affect purchase intention. Previous research shows the influence of perceived social media on word of mouth [22]. The study [23] proves that social media directly influences online purchase intentions. Research result [24], [25]. Perceived Social media affects customer loyalty in business-to-business social media affects customer loyalty [13]. Perceived Social media indicators are the truth of information on online stores, clear information on online stores, and ease of getting product information on online stores.

Relationship between perceived social media to consumer trust

Research results prove that social support and trust affect repurchase intention [26]. Perceived Social media affects customer loyalty in business-to-business (B2B) [13]. Trust in online stores is an indicator related to consumers believing that online stores take care of their interests, consumers believing that online stores can keep transaction promises, and are committed to product delivery. Research by Moscato in 2021 [27] explained that consumer trust, namely consumer trust is related to performance indicators of favorite social networking sites always meeting consumer expectations, favorite social networking sites can be counted as well as social networking sites, and favorite social networking sites are reliable social networking sites.

Relationship between perceived social media to hedonic brand image

[20] prove that social media affects Hedonic Brand Image. Hedonic brand image indicators are: (1) Hedonic brand image Marketplace is desirable, (2) Hedonic brand Marketplace has unique features, and (3) Hedonic brand Marketplace provides good value to its users.

The relationship of consumer trust to the intention to buy

In addition to perceived social media, trust can influence purchase intention in online stores. [28]prove trust affects purchase intention. (Watanabe, et al, 2020) explained that the indicator of trust in online food can be measured by indicators of awareness of their responsibilities given by online stores, consumers trust online stores to sell certified food, sell quality food, trust quality food labels or logos, and trust food product certification bodies. According to research by Trehan in 2020 Trust can be measured by indicators of the availability of information about community members, members in the community can be trusted, can contact the community for advice or guidance, they will always provide input on their opinions [29]. Then, the research by Zhang in 2019 [13] proved that consumer trust affects customer loyalty.

Relationship between hedonic brand image to intention to buy

According to [2], [10], [28] prove hedonic Brand Image to intentions to buy. Hedonic Brand Image indicator includes: (1) Facebook fan page comments, likes, and posts on smartphone brands make the brand attractive

to consumers, (2) Facebook fan page comments, likes and posts on smartphone brands make the brand charming for consumers.

Conceptual model and hypotheses

This conceptual framework was prepared based on existing phenomena, theories, and previous research studies, then explained the relationship framework between research variables consisting of perceived social media, intention to buy, consumer trust, and hedonic brand image which can be seen in Figure 1.

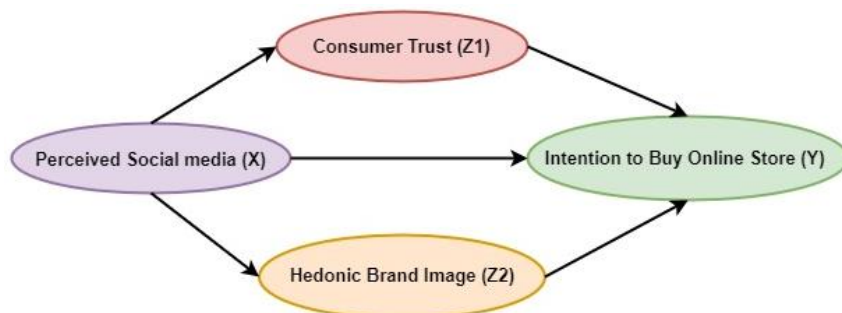


Figure 1. Conceptual model

Hypothesis

A hypothesis is a conjecture while the results of a study, a hypothesis can be rejected or accepted

H1: Perceived social media use positively influences the Intention to buy. Based on previous theories and research studies, namely [30], [21]. Previous research shows the influence of perceived social media on word of mouth [31]; while Malik in 2020 proves that social media directly influences online purchase intentions [32]. Research results [25], [33]. Perceived Social media influences customer loyalty in business-to-business. According to Zhang in 2019 [13] social media influences customer loyalty, perceived social media affects customer loyalty in business-to-business (B2B) [13].

H2: Perceived social media to consumer trust. This proves the Perceived social media influence on consumer trust [34].

H3: Perceived social media to hedonic brand image. [20] prove that social media affects hedonic brand image.

H4: Consumer trust to intention to buy. According to the research by [20], [26], [35], [36], [37], where this previous proves the hedonic brand image to intention to buy.

H5: Hedonic brand image to intention to buy. Research by [2], [20], [36] proves hedonic Brand Image to intention to buy. Perceived social media influence Intention to buy mediated by consumer trust [29], [31] explain that the Internet influences intention to use mediated by Trust in the Information System.

H6: Perceived social media influence Intention to buy mediated by consumer trust. By [38], [39] prove that social media affects Hedonic Brand Image, then hedonic Brand Image to intention to buy.

H7: Perceived social media influence Intention to buy mediated by Hedonic Brand Image. Fernandes in 2020 [40] proved that social media influences Hedonic Brand Image, then hedonic Brand Image to intention to buy.

METHODS

The object of research is consumers of four marketplaces Lazora. Com, Lazada.com, Blibli.com, Bukalapak.com. The populations in this study were all consumers of four marketplaces Lazora. Com, Lazada.com, Blibli.com. Bukalapak.com. The samples are some consumers from four marketplaces. The sample amount in this research is 80 respondents. The sampling technique is accidental i.e. distributing questionnaires to consumers who meet on WhatsApp groups. With the following respondent qualifications: Gender (Male or Female), Age (Starting from 17 years), Domicile (Cities of Yogyakarta, Sleman, Gunung Kidul, Bantul, and Kulon Progo), Occupation (Student, Private Employee, Entrepreneur, Civil Servant), and Purchase Frequency (2 times, 3 times, and more than or equal to 4 times).

To measure the variables for current research, we used five-point Likert scales. Validity testing is done by using (1) Convergent Validity test, the score is expected > 0.7; (2) Discriminant Validity Test is done by comparing the loading value on the target value must be bigger than the loading value with other variables; (3) Average Variance Extracted (AVE), the score is expected > 0.5. The reliability test in research is done

by the composite reliability test, it is said to be reliable if the composite reliability score is ≥ 0.7 . The data analysis technique uses a Structural Equation Model (SEM) with a Partial Least Square (Smart PLS) Program. Partial least squares structural equation modeling (PLS-SEM) is a causal modeling technique that optimizes the explained variance of endogenous latent components [41]. Variance-based PLS-SEM estimation was performed in this study because the nature of this study was exploratory with non-normality issues. As per the recommendation by [42], the current study presented the results of (1) demographic data (frequency and valid percentage, (2) internal reliability consistency (Cronbach's alpha), (3) convergent validity, (4) mean of indicators, (5) coefficient of determination (R²), (7) path coefficient (β), and (8) predictive relevance (Q²). The validity test data can be seen in Table 1.

Table 1. Validity test

Statement item		Loading Factor	Status
Perceived Social Media (X)			
1.	The correctness of the information on the online store	0.942	Valid
2.	Fill in clear information on the online store	0.965	Valid
3.	Ease of getting product information on online stores	0.906	Valid
Consumer trust (Z1)			
1.	Consumers believe that online stores take care of their interests	0.931	Valid
2.	Consumers believe that online stores keep transaction promises	0.893	Valid
3.	Consumers believe that the online store is right in the delivery of products.	0.895	Valid
Hedonic brand image (Z2)			
1.	Hedonic brand image Marketplace is desirable	0.857	Valid
2.	Hedonic Brand Marketplace has unique features	0.784	Valid
3.	Hedonic Brand Marketplace provides good value to its users	0.875	Valid
Intention to buy			
1.	Consumers will consider transacting in online stores	0.740	Valid
2.	Consumers will use online stores in the future	0.696	Valid
3.	Consumers are committed to transacting in online stores	0.802	Valid
4.	Consumers will be willing to pay high prices in online stores	0.908	Valid
5.	Consumers will often buy products in online stores.	0.799	Valid

Then, the reliability components are shown in Table 2.

Table 2. Reliability components

Variable	AVE	Cronbach alpha	Composite Reliability	Limit Value	Information
Perceived social media	0.880	0.931	0.956	0.7	Reliable
Intention to buy	0.727	0.857	0.893	0.7	Reliable
Consumer trust	0.821	0.891	0.932	0.7	Reliable
Hedonic brand image	0.705	0.792	0.877	0.7	Reliable

RESULTS AND DISCUSSIONS

Table 3 presents an analysis of the demographic profile of respondents in this study. A total of 80 responses were collected. Of these, the number of valid responses was around 80. The majority of respondents (51.3%) were women. Approximately 88.8% of the total respondents were aged between 17 and 22 years. Apart from that, the majority of respondents (57.5%) live in Sleman. Apart from that, 91.3% of the total respondents had student status. And the majority of respondents (51.3%) have a purchasing frequency of 2 times a week.

Table 3. Demographic analysis

	Gender			
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	39	48.8	48.8	48.8
Female	41	51.3	51.3	100.0
Total	80	100.0	100.0	
	Age			
	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 22	71	88.8	88.8	88.8
23 - 28	3	3.8	3.8	92.5
29 - 34	4	5.0	5.0	97.5
Over 35	2	2.5	2.5	100.0
Total	80	100.0	100.0	
Residence				

	Frequency	Percent	Valid Percent	Cumulative Percent
City of Yogyakarta	26	32.5	32.5	32.5
Sleman	46	57.5	57.5	90.0
Gunung Kidul	2	2.5	2.5	92.5
Bantul	4	5.0	5.0	97.5
Kulon Progo	2	2.5	2.5	100.0
Total	80	100.0	100.0	

Employment				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	73	91.3	91.3	91.3
Private Employee	3	3.8	3.8	95.0
Entrepreneur	1	1.3	1.3	96.3
Civil Servant	3	3.8	3.8	100.0
Total	80	100.0	100.0	

Purchase Frequency				
	Frequency	Percent	Valid Percent	Cumulative Percent
2 time	41	51.3	51.3	51.3
3 time	22	27.5	27.5	78.8
>= 4 time	17	21.3	21.3	100.0
Total	80	100.0	100.0	

The data analysis technique uses a Structural Equational Model (SEM) with Smart PLS. The results of descriptive exposure need to be considered consumer responses there are various items of perception Social media related to filling in the clear information on the online shop and Ease of getting product information on the online shop so that the intention to buy increases. From the statistical tests that have been carried out, this research presents the mean results of each indicator variable in this research which are shown in Table 4.

Table 4. Information on mean score

Mean Score	Status
1.00 to 1.79	very untrue / very distrustful / very hedonic / very unintentional
1.80 to 2.59	not true / do not believe / not hedonic / do not intend
2.60 to 3.39	quite true / quite confident / quite hedonic / quite intentional
3.40 to 4.19	true / believe / hedonic / intend
4.20 to 5.00	very true / very confident / very hedonic / very intent

Then, the result of the mean of indicator and class interval information in detail can be shown in Table 5.

Table 5. Mean of indicator

Statement item	Mean	Class Interval Information
Perceived Social Media (X)		
1 The correctness of the information on the online store	3.7800	(4) true information
2 Fill in clear information on the online store	3.8100	(4) clear information
3 Ease of getting product information on online stores	3.7400	(4) ease of information
Consumer trust (Z1)		
1 Consumers believe that online stores take care of their interests	3.7300	(4) trust the store
2 Consumers believe that online stores keep transaction promises	3.8100	(4) trust the transaction
3 consider transacting	3.6500	(4) trust the delivery
Hedonic Brand image (Z2)		
1 Hedonic brand image Marketplace is desirable	3.6600	(4) hedonic shop
2 Hedonic Brand Marketplace has unique features	3.5400	(4) hedonic unique
3 Hedonic Brand Marketplace provides good value to its users	3.8000	(4) hedonic feature
Intention to buy (Y)		
1 Consumers will consider transacting in online stores	3.4700	(4) consider transacting
2 Consumers will use online stores in the future	3.4100	(4) use in the future
3 Consumers are committed to transacting in online stores	3.7000	(4) committed to transacting
4 Consumers will be willing to pay high prices in online stores	3.8300	(4) High prices
5 Consumers will often buy products in online stores.	3.7700	(4) often buy

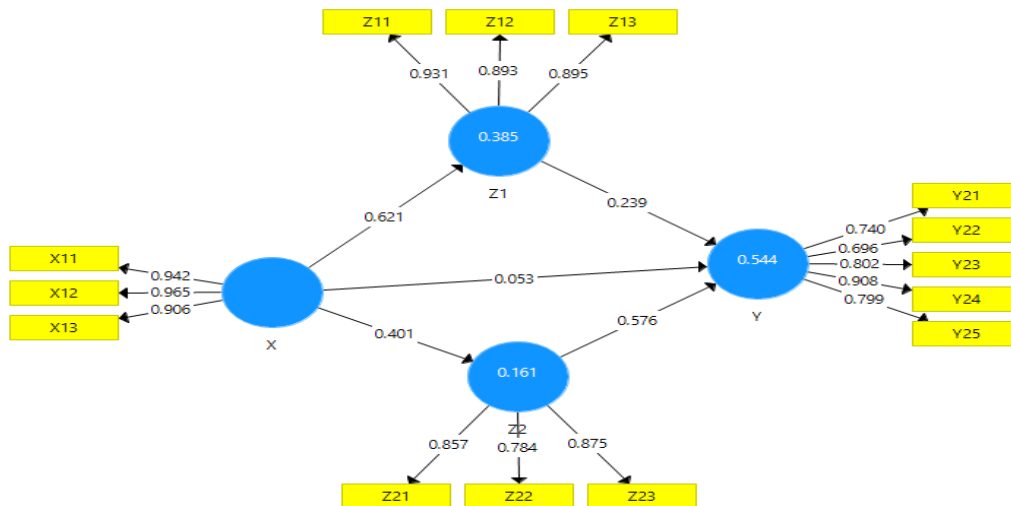


Figure 2. Algorithm of validity test with outer loading result

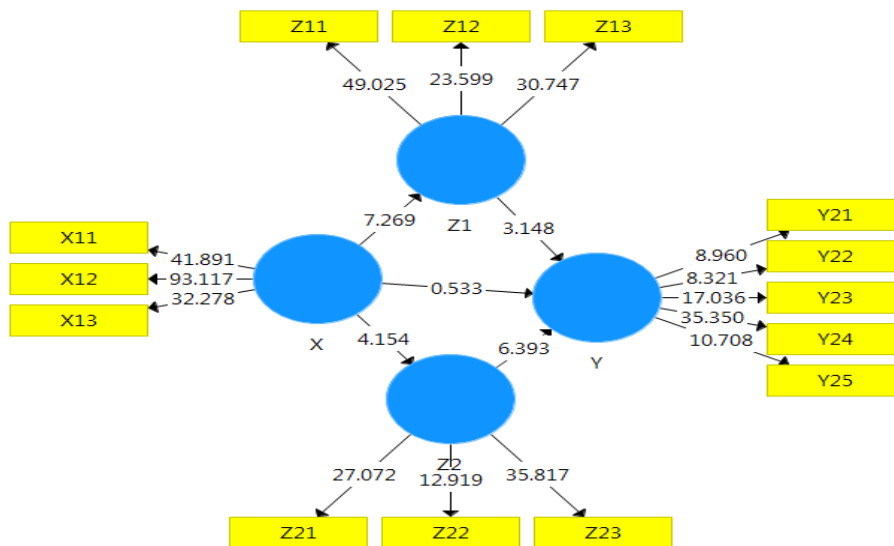


Figure 3. Test results bootstrapping with SmartPLS bootstrapping

Table 6. Path coefficients

Coefficients Determinant (R-Square)	Path Coefficients	Significance	R ²	Q ² predictive relevance
X → Y	0.053	0.595	0.385	0.7647
X → Z1	0.621	0.595		
X → Z2	0.401	0.000		
Z1 → Y	0.239	0.000	0.161	
Z2 → Y	0.576	0.000	0.544	

Based on Figure 2 can be seen that the perceived social media effect directly on the intention to buy is 0.053 (P-value = 0.595). It is said that perceived social media has not had a positive and significant effect on the intention to buy (H1 is proven/ H1 is not accepted). The perceived social media (X) relates to the correctness of the information on the online store, filling in clear information on the online store, and Ease of getting product information from online stores in the marketplace. If perceived social media is built well on online stores, it cannot increase purchase intention to buy. The results of the study support the research [8]. Social media does not affect the intention to buy.

Based on Figure 2 can be seen that the perceived social media effect directly on Consumer Trust is 0.621 (P-value = 0.000). It is said that the perceived social media has a positive effect on consumer trust (H2 is

proven/ H2 is accepted). If the perceived social media is built well in online stores, it can increase consumer trust. Consumer trust (Z1) relates to the consumer's belief that the online store safeguards its interests, the consumer's belief that the online store can keep the promise of transactions, and the consumer's belief that online stores are always right in the delivery of products. The results of the study support the research [21].

Based on Figure 2 can be seen that the perceived social media effect directly on Hedonic brand Image is 0.401(P-value = 0.000). It is said that perceived social media has a positive and significant effect on Hedonic Brand Image (H3 is proven/ H3 is accepted). Hedonic Brand Image (Z2) relating to hedonic brand image Marketplace is desirable, hedonic brand Marketplace has unique features, and hedonic brand Marketplace provides good value to its users if the perceived social media is built well on the online store on social media, it can increase hedonic brand image. The results of the study support the research [20] and prove that social media affects Hedonic Brand Image.

Based on Figure 2 can be seen that the Consumer Trust effect directly on the intention to buy is 0.239(P-value = 0.000). It is said that consumer trust has a positive and significant effect on the intention to buy (H4 is proven/ H4 is accepted). Consumer trust (Z1) relates to the consumer belief that the online store safeguards interests, the consumer belief that the online store can keep the promise of transactions, and the consumer belief that online stores are always right in the delivery of products. if trust is built well in online stores on social media, it can increase the intention to buy. The results of the study support the research [21].

Based on Figure 2 can be seen that the hedonic brand image effect directly on the intention to buy is 0.576 (P-value = 0.000). It is said that the Hedonic Brand Image has a positive effect on the intention to buy (H5 is proven/ H5 is accepted). Hedonic brand image (Z2) relating to the Hedonic brand image Marketplace is desirable. The hedonic brand Marketplace has unique features, and Hedonic Brand Marketplace provides good value to its users if the hedonic brand image is built well on online stores on social media, it can increase intention to buy. The results of the study support the research [21].

The hypothesis proposed is that Perceived social media influences Intention to buy mediated by consumer trust (Hypothesis 6). [20] prove that perceived social media influences the intention to buy mediated by consumer trust. The research hypothesis proposed is that Perceived social media influences Intention to buy mediated by Hedonic Brand Image (H7). [20] prove that social media affects Hedonic Brand.

Overall, and as can be seen in Table 6, a relevant predictive value (Q2) was obtained of 0.7647, this score shows that social perception and consumer trust contribute 0.7647 to purchase intention. And the remaining 23.53% is influenced by other variables. Thus, this research finds that social perception and consumer trust contribute to purchase intention.

CONCLUSION

This research proves that social perceptions and consumer trust influence repurchasing intentions in online stores. This is proven by the results of the relevant predictive value (Q2) of the social perception and consumer trust variables which outperform other variables. Well-formed social media perceptions can affect increasing purchasing intentions in online stores. Apart from that, paying attention to forming consumer trust is essential so that purchasing intentions can increase. Then, for future research, it is hoped that there will be research contributions to add new variables other than this research variable or with different objects because the model built is quite good and is expected to be even better.

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