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Analysis of Social Commerce Success Using the Expectation Confirmation Model (ECM) Method

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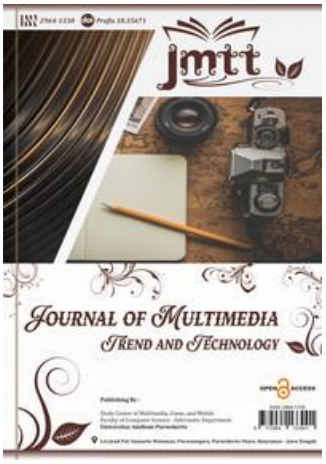

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ABSTRACT

The rapid development of social commerce has changed the way consumers shop and interact with brands. However, the success of social commerce platforms cannot be separated from a deep understanding of the factors that influence consumer satisfaction and purchase intentions. This study aims to analyze the success of social commerce using the Expectation Confirmation Model (ECM) method. ECM is a model that explains that consumer satisfaction is influenced by the confirmation of their expectations of a product or service. This study identifies the main problems in social commerce, namely consumer uncertainty about product quality, transaction security, and shopping experiences that meet expectations. The research method used is a quantitative approach with a survey of consumers who have shopped through social commerce platforms. Data were analyzed using descriptive and inferential statistical techniques to test the research hypothesis. The results of the study showed that confirmation of consumer expectations about product quality, transaction security, and ease of use of the social commerce platform had a positive effect on their satisfaction. In addition, consumer satisfaction also influenced their repurchase intentions on the platform. Based on these findings, this study offers solutions for social commerce managers to increase the success of their platforms. These solutions include providing clear and accurate product information, ensuring transaction security, and improving an easy and enjoyable shopping experience.

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INTRODUCTION

According to research conducted by the Indonesian Internet Service Providers Association (APJII), as many as 82.2 million users (62%) use the internet to open online trading sites (s-commerce) [1]. S-commerce is a strategy that utilizes social media sites to facilitate trade [2]. Comments or testimonials will be given by consumers after enjoying the products or services from the seller which will then be displayed in the seller's account and is a strategy that utilizes social media sites to facilitate trade in various products and services. Functions to increase the trust of other consumers who will also or want to buy because of the absence of physical sellers [3]. This study aims to analyze and determine the benefits of social commerce success using the Expectation Confirmation Model (ECM) method.

Social commerce's explosive growth has altered how customers engage with companies and make purchases [4][5]. However, a thorough grasp of the elements influencing customer happiness and purchase intents is essential to the success of social commerce platforms [6]. The Expectation Confirmation Model (ECM) approach is being used in this study to examine the effectiveness of social commerce. According to the ECM model, a product or service's ability to meet the expectations of its customers has an impact on their level of satisfaction [7]. The primary issues in social commerce are identified in this study as consumer hesitancy regarding transaction security, product quality, and satisfying purchasing experiences [8]. The term social commerce is commonly used to refer to online stores that utilize social media as a means to promote products [9]. To be able to determine the success of using social commerce by utilizing social media, an analysis was carried out using the ECM (Expectation Confirmation Model) Method which uses the SEM (Structural Equation Model) Model by utilizing AMOS (Analysis of Moment Structure) [10].

S-commerce is a place where people can collaborate online, get advice from trusted people, find goods and services, and then buy them [11]. Customers can directly interact with sellers of products and services, customers not only buy products or services but can also share their shopping experiences directly, can influence a person's behavioral decisions in shopping, this is known as a viral marketing strategy, word of mouth (WOM) [7][12]. Building trust from consumers is one of the keys to getting loyal consumers, the key factor that plays an important role in customer loyalty is the quality of the relationship consisting of trust, relationship satisfaction, and commitment[13].

ECM emerged from consumer behavior and service marketing theories that have proven to be widely valid in a number of service contexts [14]. The emphasis of ECM is on post-purchase intention assessments, which are influenced by initial expectations about a product or service, adoption and continuance intentions, and the formation of perceptions about performance that are influenced by confirmation or disconfirmation of initial expectations, the latter determining the level of satisfaction with the purchase and subsequent purchase or discontinuation. The variables adopted from ECM are confirmation and reuse intentions [15].

SEM is used to model data comprehensively between one or more dependent variables [2]. The purpose of SEM is to obtain a structural model and is also useful for examining the magnitude of the direct and indirect influence or total influence of

independent variables on dependent variables. SEM indicators are: Chi-square (X) = 0.05 or 5%, Goodness of Fit (GFI) = 95% (0.90 - 0.95 = Fit), Standardized Root Mean-Square Residual (SRMR) = <0.05, Root Mean-Square Error of Approximation (RMSEA) = <0.05 (0.05 - 0.08 = Moderate Fit), Comparative Fit Index (CFI) = 95% (0.90 - 0.95 = Fit), Tucker Lewis Index (TLI) = TLI> 0.95 (0.90 - 0.95 = Fit), Bollen-Stine p-value p> 0.05.

METHOD

In order to facilitate the completion of this research, it is necessary to design stages in conducting research. The following are the stages of the research concept used in strategic planning:

Figure 1. Research stages process

2.1. Data Collecting.

In our data collection we use questionnaire techniques to be able to provide factual information in the analysis of social ecommerce success rate data. To find out the success of marketing through social media, there are several important data that need to be considered and analyzed. These data will provide an overview of the effectiveness of your marketing strategy. Here are some of them, Demographic data, Interaction Level, Reach, Follower Growth, and sentiment.

2.2. AMOS.

Data can be collected through a questionnaire survey distributed to consumers who interact or make purchases through a social commerce platform. Ensure that the questionnaire includes questions that are relevant to the variables to be studied in the ECM (Expectation Confirmation Model) model, such as initial expectations, performance perceptions, confirmation of expectations, satisfaction, and repurchase intentions.

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2.3. ECM.

ECM is a very useful model for understanding and analyzing the factors that influence consumer satisfaction and repurchase intention in the context of social commerce. Here are some of the main uses of ECM, ECM helps identify whether consumer expectations of a product, service, or social commerce platform are met or not. By understanding the confirmation of these expectations, social commerce managers can find out what factors make consumers satisfied or dissatisfied. Then ECM can be used to predict

whether consumers will make repeat purchases on the social commerce platform. High satisfaction and positive confirmation of expectations will encourage consumers to make repeat purchases.

By using ECM, social commerce managers can gain a deep understanding of the factors that influence the success of their platforms. This information is invaluable for developing effective marketing strategies, increasing customer satisfaction, and achieving a competitive advantage in the growing social commerce market.

2.4. Reporting

Prepare a research report that contains an explanation of the research background, problem formulation, research objectives, literature review, research methods, data analysis results, discussion, conclusions, and suggestions. Also attach path diagrams, AMOS output, and tables of analysis results in the report.

RESULT & DISCUSSION

3.1. Confirmatory Analysis.

The results of the confirmatory analysis are divided into two variables, the first is the convenience variable, the benefit variable, and the attitude variable, then the second is the endogenous variable with the interest variable and the actual variable.

1. Exogen Variable

   Confirmatory analysis of exogenous variables (ease, benefits, and attitudes) was built with a total of nine indicators, where ease has three indicators, benefits has three indicators, and attitudes has three indicators.

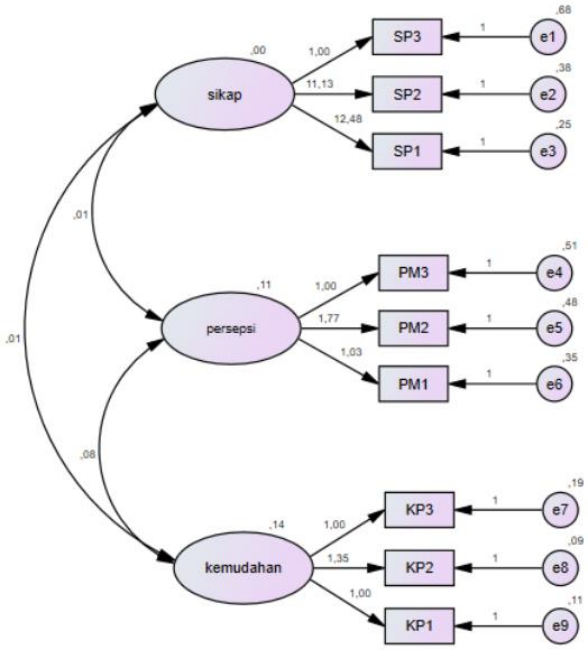

Figure 2. Confirmatory Analysis of Exogenous Variables

Table 1. Goodness of Fit Model Test of Exogenous Variables

GOODNESS OF INDEX	CUT-OFF VALUE	RESULT MODEL	VALUE
CHI-SQUARE	Hopeless	29,481	*GOOD*
PROBABILITY	≥0,05	0,203	*GOOD*
CMIN/DF	≤5,00	1,228	*GOOD*
CFI	≥0,95	0,982	*GOOD*
TLI	≥0,95	0,974	*GOOD*
RMSEA	≤0,08	0,038	*NOT GOOD*

2. Endogen Variable

Confirmatory analysis of the endogenous variables of interest and actual was constructed with a total of six indicators, with three indicators of interest and three actual indicators.

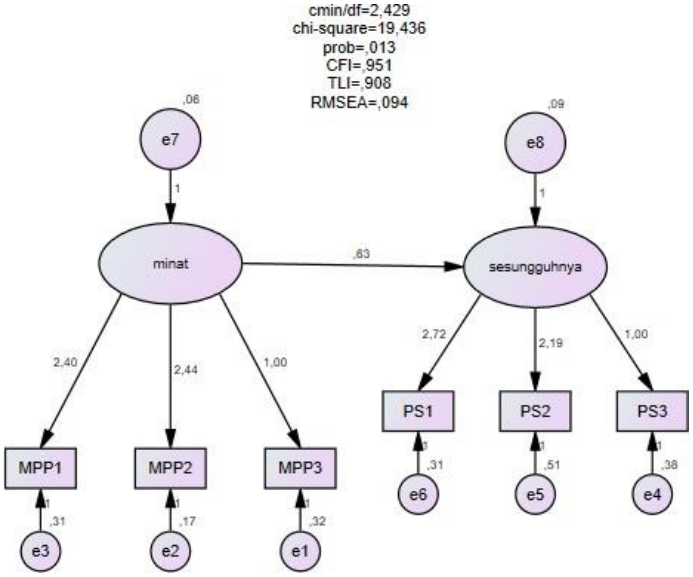

Figure 3. Confirmatory Analysis of Endogenous Factors

Table 2. Goodness of Fit Model Test of Endogenous Variables

GOODNESS OF INDEX	CUT-OFF VALUE	RESULT MODEL	VALUE
CHI-SQUARE	Hopeless	19,436	*GOOD*
PROBABILITY	≥0,05	0,013	*GOOD*
CMIN/DF	≤5,00	2,429	*GOOD*
CFI	≥0,95	0,951	*GOOD*
TLI	≥0,95	0,908	*GOOD*
RMSEA	≤0,08	0,094	*NOT GOOD*

3. Validity & Reliability

This Validity Test is conducted using the Average Variance Extracted (AVE) Test, which is a confirmatory test by looking at the average of the variance extracted between indicators of a latent variable. It meets the requirements if AVE > 0.5. In this validity test we use the AVE (1) formula, namely:

$$\frac{\sum_{i=1}^{n} \lambda i^2}{\sum_{i=1}^{n} \lambda i^2 + \sum_{i=1}^{n} Var\ (\epsilon i)} \quad (1)$$

So the AVE Indicator Variable is:

User Attitude $= \frac{114,2988}{114,2988 + (-111,2988)}$

$= 38,0996$

Perception of Benefits $= \frac{5,8086}{5,8086 + (-2,8086)}$

$= 1,9362$

Ease of Use $= \frac{3,8709}{3,8709 + (-0,871)}$

$= 1,2903$

User Behavior Interests $= \frac{11,8246}{11,8246 + (-8,8245)}$

$= 3,9414$

Next is the Reliability Test with the Construct Reliability Test, which is testing the reliability and consistency of the data. It meets the criteria if the Construct Reliability > 0.7. The formula for reliability that we use is the following formula (2):

$$\frac{[\sum_{i=1}^{n} \lambda i]^2}{[\sum_{i=1}^{n} \lambda i]^2 + [\sum_{i=1}^{n} \delta i]^2} \quad (2)$$

User Attitude $= \frac{257,6346}{257,6346 + (-11,2988)}$

$= 1,0459$

Perception of Benefits $= \frac{16,4187}{16,4187 + (-2.886)}$

$= 1,2133$

Ease of Use

$$= \frac{11,3704}{11,3704 + (-0,871)}$$
$$= 1,0829$$

4. SEM Testing

ECM provides insight into what factors matter most to consumers in the context of social commerce. This information can be used to develop more effective marketing strategies, such as emphasizing product quality, transaction security, or a pleasant shopping experience. By understanding what makes consumers satisfied and loyal, social commerce managers can increase their competitive advantage in the market. The following are the results for measurements using SEM.

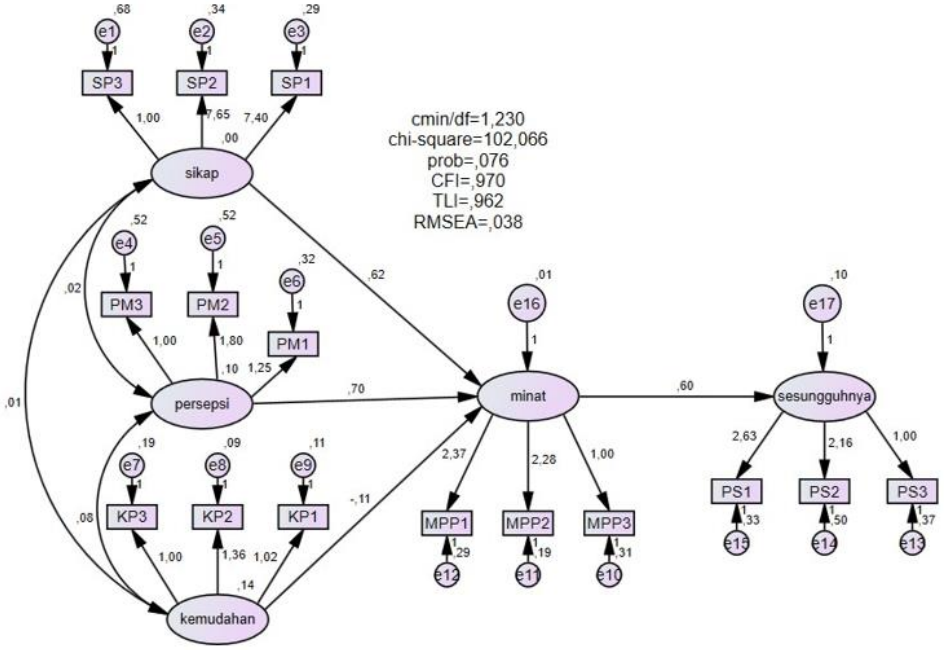

Figure 4. Full SEM model schematic.

Table 3. Goodness of Fit Full Model SEM Model Test

GOODNESS OF INDEX	CUT-OFF VALUE	RESULT MODEL	VALUE
CHI-SQUARE	Hopeless	102,066	*GOOD*
PROBABILITY	≥0,05	0.073	*GOOD*
CMIN/DF	≤5,00	1,230	*GOOD*
CFI	≥0,95	0.970	*GOOD*
TLI	≥0,95	0.962	*GOOD*
RMSEA	≤0,08	0.038	*NOT GOOD*

3.2. Hipothesis.

Based on the results of previous tests, the results of the hypothesis in this study were obtained, which are described in the following flowchart:

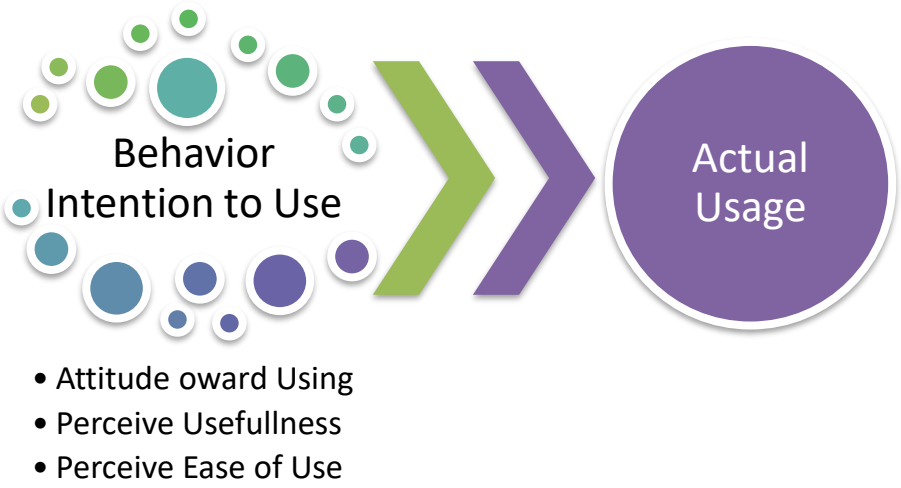

Figure 5. Research Framework

From the model above, the following hypotheses are made:

1. H1: Attitude Toward Using has a positive effect on Behavioral Intention to Use. The results of the H1 test are accepted because the results of the study show a variable value above 0.5 in the standardized regression weight table, the resulting estimate value is 0.622, the S.E. value is 1.418, the P value is 0.661.
2. H2: Perceived Usefulness has a positive effect on Behavioral Intention to Use. The results of the H2 test are rejected because the results of the study show a variable value below 0.5 in the standardized regression weight table, seen from the P value of 0.087.
3. H3: Perceived Ease of Use has a positive effect on Behavioral Intention to Use. The results of the H3 test are rejected because the results of the study show a variable value below 0.5 in the standardized regression weight table, the resulting estimate value is -0.110 and the C.R. value is -0.861.
4. H4: Behavioral Intention to Use has a positive effect on Actual Usage Behavior The results of the H4 test are rejected because the results of the study show a variable value below 0.5 in the standardized regression weight table, the P value is 0.002.

CONCLUTIONS

Based on the results of the study, defining the attitude toward using has a positive effect on the behavioral intention to use, the perception of benefits has a negative effect on the behavioral intention to use, the ease of use has a negative effect on the behavioral intention to use, the behavioral intention to use has a negative effect on the behavioral

intention to use, the behavioral intention to use has a negative effect on the actual usage behavior. From the research conducted, the following suggestions are given:

Further research can use other newer and more updated methods such as the purpose sampling method, PLS (Partial Least Square), or it can also be done using the Delone and Mclean method.

Further research is expected to produce more accurate values and with the addition of research materials on other social media such as Twitter, LinkIn, Path, and others.

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