

Determining Consumer Purchase Intention On Social Commerce Shopee With The S-O-R Approach

Beni Yusuf, Mahrinasari Ms, Roslina

Faculty Of Economics And Business, University Of Lampung, Indonesia.

Faculty Of Economics And Business, University Of Lampung, Indonesia.

Abstract:

This study develops a comprehensive model to explain consumers' affective and cognitive processes within social commerce, particularly in enhancing transactional trust and purchase intention. Grounded in the Stimulus–Organism–Response (SOR) framework, features of social commerce are positioned as external stimuli that influence consumers' internal psychological states, which in turn shape their online purchasing intentions. Within this model, social commerce dimensions serve as the initial stimuli, while social presence and social support represent the organism component, and trust operates as a mediating variable. Data were collected through a structured questionnaire employing a five-point Likert scale, involving 310 Shopee users in Indonesia. The proposed framework was tested using Structural Equation Modeling (SEM) with LISREL 8.80, and the analysis indicated that the model demonstrated satisfactory goodness-of-fit. All indicators fulfilled the established criteria for validity and reliability. The empirical results reveal that social commerce features significantly affect social presence, social support, trust, and purchase intention. Additionally, trust mediates the relationship between social commerce constructs and purchase intention, thereby supporting the applicability of the SOR theory in the context of social commerce studies.

Keywords: *Purchase intention, Trust, Social commerce construct, social presence, social support, SOR approach.*

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I. Introduction

Over the past three years, the e-commerce sector has become the largest contributor to Indonesia's Gross Merchandise Value (GMV). With an average of 2.3 billion annual visits, Shopee ranks as the leading e-commerce platform in Indonesia. The platform's adoption of social commerce elements such as rating and review systems, personalized recommendations, and interactive consumer communities that emphasize customer satisfaction and trust has strengthened its appeal and made it a preferred marketplace among Indonesian consumers. Additionally, Shopee uses social presence and social support to foster a favorable affective and cognitive environment for its customers. Despite Shopee's implementation of social commerce elements, some stores continue to operate in spite of poor ratings that fall short of Shopee's criteria, leaving customers repeatedly disappointed. Another issue is that Shopee's social presence is frequently hindered during periods of high traffic; the app slows down or even hangs, which could interfere with the customer experience. Next, issues occur with Shopee's social assistance, including priority chat, help desk, and shipping call center, all of which are automatically answered by bots (systems), resulting in unsatisfactory responses for customers.

A number of earlier studies have demonstrated that social commerce constructs significantly affect consumers' purchase intentions (Hajli, 2015; Hajli and Sims, 2015; Farivar et al., 2017; Liang et al., 2017; Zhu et al., 2020; Shekar and Jaidev, 2020). Moreover, these constructs are believed to foster both emotional and cognitive conditions that enhance consumer reactions, particularly their intention to make a purchase. In contrast, Li (2019) reports divergent results, suggesting that social commerce constructs do not exert a direct influence on purchase intention.

II. Literature Review

Consumer Behavior and the SOR Framework

Consumer behavior refers to the dynamic interaction of affective, cognitive, and behavioral processes that occur when individuals engage in consumption activities. According to Peter and Olson (2010), consumer behavior encompasses not only observable purchasing actions but also internal psychological processes, including thoughts and emotions that arise within consumption contexts. External marketing stimuli such as advertising strategies, pricing policies, packaging design, product displays, and consumer-generated reviews play a critical role in shaping these processes.

Contemporary perspectives extend the definition of consumer behavior beyond the transactional moment. As emphasized by Solomon (2020), consumer behavior should be understood as a continuous process that includes pre-purchase evaluation, purchase decision-making, consumption experience, and post-consumption outcomes such as satisfaction, word-of-mouth, and disposal. Furthermore, the consumer may not always be the sole decision-maker or user; in organizational or group contexts, multiple actors may perform distinct roles in influencing, deciding, purchasing, and using products.

Scholars frequently use the Stimulus-Organism-Response (SOR) paradigm to study how environmental factors influence consumer behavior. Initially rooted in environmental psychology, this model views behavior as an outcome of external stimuli processed through individuals' internal psychological conditions. Within consumer studies, stimuli are defined as external signals such as website layout, product displays, promotional content, or social interactions that provoke consumer responses (Do et al., 2020). The organism component encompasses the internal cognitive and emotional processes produced by these stimuli, such as perceptions, feelings, and judgments (Chan et al., 2017). Finally, the response denotes the behavioral consequences that emerge, commonly expressed as approach or avoidance actions, such as purchase intention or impulsive buying behavior (Bigne et al., 2020).

In both offline and online retail settings, the SOR paradigm has been extensively employed to explain impulsive buying and other consumption behaviors (Zheng et al., 2019; Liu et al., 2013). Because it allows researchers to incorporate platform-specific features and examine their overall impact on users' emotional states and subsequent behavioral intentions, the model has lately acquired prominence in digital commerce research (Chopdar & Balakrishnan, 2020). The SOR model offers a strong theoretical foundation for comprehending how digital ambient stimuli affect consumers' internal emotions and, eventually, purchasing decisions in the context of e-commerce and social commerce.

Social Commerce Constructs

The integration of social media features into e-commerce platforms to enhance user interaction, information exchange, and cooperative value generation is known as social commerce. The social commerce construct represents the structural and interactive components that enable social interaction within digital commerce environments.

Forums and communities, ratings and reviews, and recommendations and referrals are the three fundamental components of social commerce systems, according to Hajli (2015). These aspects provide user-generated content, which decreases information asymmetry and aids customer decision-making. Hajli and Sims (2015) go on to suggest that social commerce emerges from the integration of social media into online retail platforms, allowing customers to exchange information, share experiences, and co-create value.

The three dimensions can be described as follows:

1. Recommendations and referrals refer to voluntary endorsements or product suggestions shared by consumers with their social networks.
2. Forums and communities represent interactive spaces where users discuss products, exchange experiences, and provide mutual assistance.
3. Ratings and reviews consist of quantitative evaluations (e.g., star ratings) and qualitative feedback that reflect consumers' product experiences.

Social commerce constructs have a significant influence on important psychological and behavioral consequences, according to empirical studies. Social commerce components boost trust and purchase intent, according to research by Hajli (2015) and Rahman et al. (2020). Li (2019) proved their effects on social presence, whilst Hajli and Sims (2015) found a beneficial effect on social support. Based on this material, we offer the following hypotheses:

- H1: Social commerce constructs positively influence consumer trust.
- H2: Social commerce constructs positively influence social presence.
- H3: Social commerce constructs positively influence social support.
- H4: Social commerce constructs positively influence purchase intention.

Social Presence and Social Support

The term "social presence" describes how individuals perceive other people's presence in a digital setting. Kang and Johnson (2013) contend that platforms with a strong social presence enable users to retain interpersonal connections and share ideas. Similarly, Park and Cameron (2014) suggest that perceived interpersonal interaction enhances the level of social presence in online settings. When consumers perceive strong social presence, they experience psychological closeness, warmth, and human connection comparable to face-to-face interactions (Shen, 2012). This perception enhances engagement and repeated interaction.

In social commerce environments, social presence often emerges through interactive features such as ratings, recommendations, comments, and online discussions. These interactions contribute to the formation of social support, described as the members' perceived availability of emotional and informational support. Informational support includes advice, product knowledge, and experiential insights, whereas emotional support involves empathy, encouragement, and reassurance (Zhang et al., 2014).

Hajli (2015) argues that social support fosters trust and satisfaction within online networks. Consumers who receive credible information and emotional reassurance are more likely to develop confidence in product recommendations and platform reliability. Therefore, the following hypotheses are proposed:

H5: Social presence positively influences consumer trust.

H6: Social presence positively influences purchase intention.

H7: Social support positively influences consumer trust.

H8: Social support positively influences purchase intention.

Trust

Many people believe that trust plays a major role in shaping online consumer behavior. Boonlertvanich (2019) defines trust as a customer's perception of a service provider's dependability and empathy. Wong (2017) identifies three primary antecedents of trust: ability, benevolence, and integrity.

In online contexts, trust is particularly critical due to perceived uncertainty and risk. Lee and Turban (2001) define online trust as consumers' willingness to accept vulnerability in transactions based on the expectation that sellers will act ethically and not exploit their weaknesses. Similarly, Hong and Cha (2013) emphasize that online trust involves confidence in sellers' integrity and reliability.

Previous research has consistently shown that trust is crucial to the uptake of e-commerce and purchase intention (Pavlou, 2003; Hajli, 2015; Ventre & Kolbe, 2020). The absence of trust constitutes a significant barrier to online transactions (Kim & Park, 2013). Therefore, trust is expected to directly influence consumers' purchasing intentions in social commerce contexts.

H9: Trust positively influences purchase intention.

Theoretical Framework

Grounded in the SOR framework, this study conceptualizes social commerce constructs as environmental stimuli that shape consumers' internal psychological states namely social presence (affective response), social support (cognitive-affective reinforcement), and trust (cognitive evaluation). These internal states subsequently generate behavioral responses in the form of purchase intention.

By integrating social commerce features into the SOR paradigm, this study provides a comprehensive model explaining how digital social interactions create affective and cognitive environments that ultimately drive consumer purchasing behavior.

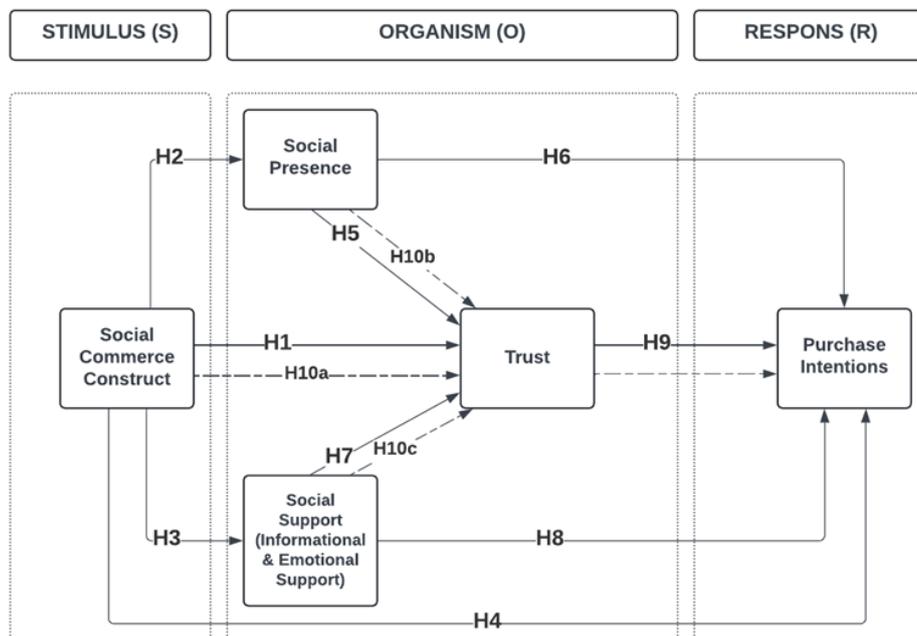


Figure 1. Research Framework

III. Methodology

Research Instrument

This research is a quantitative study using a 1-5 Likert-scale questionnaire to collect primary data. The research variable indicators used are adapted from previous journals, such as Rahman et al. (2020); Li, (2019), Hajli & Sims (2015); Farivar et al., (2017), and Soleimani, (2017), as follows:

Table 1: Measurement Indicators

Indicator	Adaptation Source
<p>Social Commerce Construct</p> <p>The benefits of member recommendations in purchasing decision making. The reliability of member recommendations in making product/service purchasing decisions on Shopee can be trusted. Members' honesty in providing recommendations determines the decision to purchase a product/service. Members' reliability in providing recommendations determines the decision to purchase a product/service. Trust in member recommendations. The benefits of reviews and ratings in evaluating products and services. The benefits of reviews and ratings in making purchasing decisions. Trust in reviews and ratings</p>	Rahman et al., 2020
<p>Social Presence (Social Presence)</p> <p>Member interaction which is personal in nature <i>social commerce</i> . Interaction with members warm nature on <i>social commerce</i> . Interactions with other customers are humanizing on <i>social commerce</i> . Interaction with other customers is social in nature on <i>social commerce</i> .</p>	Li, 2019
<p>Social Support (Social Support)</p> <p>Providing information to help with difficulties. Providing directions (in the form of images or videos) and suggestions. Can help find the cause of difficulties and provide advice Provide support. Entertaining and encouraging. Demonstrate interest and concern for members.</p>	Hajli & Sims, 2015
<p>Customer Trust (Trust)</p> <p>Consistency of service and product quality. Ability to meet consumer needs and expectations. The honesty of the information provided. Concern for consumer interests. Reliability of other consumers. Trust in other consumers Honesty of other consumers.</p>	Farivar et al., 2017
<p>Purchase Intention</p> <p>Openness to share shopping experiences with friends Willingness to provide valuable product advice to friends. Actively ask friends for product suggestions. Willingness to buy products recommended by friends. Considerations for shopping. Interest in purchasing products when needed</p>	Soleimani, 2017

Population and Sample

A purposive non-probability sampling technique, based on specific inclusion criteria, was applied to select the research participants. This approach was chosen to ensure that respondents were capable of providing information relevant to the study objectives. In line with these criteria, the sample comprised Indonesian consumers who intended to shop online and considered customer recommendations, ratings, and reviews in their purchasing decisions.

Data Collection Methods

For the goal of collecting data, 310 individuals were requested to fill out questionnaires. Google Forms was used to generate the survey, which was sent to respondents by email and WhatsApp.

Data Analysis Methods

To evaluate construct validity, reliability, the structural relationships, hypothesis verification, and mediation effects, all collected responses were processed using descriptive statistical techniques, including mean scores and frequency distribution analysis. In addition, the suggested study paradigm was thoroughly evaluated using Structural Equation Modeling (SEM) using LISREL 8.80.

IV. Results

Descriptive Statistics

Table 2: Descriptive Statistics of Research Items

Code	STS (1)	TS (2)	N (3)	S (4)	SS (5)	Total	MEAN	STDEV	G.MEAN
SOCIAL COMMERCE CONSTRUCT (SCC)									
SCC1	0	8	49	184	69	310	4.01	0.697	3.92
SCC2	1	5	40	187	77	310	4.08	0.683	
SCC3	1	7	46	180	76	310	4.04	0.716	
SCC4	1	16	78	160	55	310	3.81	0.795	
SCC5	4	10	55	183	58	310	3.91	0.776	
SCC6	11	13	79	158	49	310	3.71	0.906	
SCC7	0	9	49	190	62	310	3.98	0.690	
SCC8	5	9	74	164	58	310	3.84	0.815	
SOCIAL PRESENCE (SP)									
SP1	0	2	15	198	95	310	4.25	0.567	3.98
SP2	0	1	44	200	65	310	4.06	0.602	
SP3	0	6	85	168	51	310	3.85	0.704	
SP4	0	11	95	167	37	310	3.74	0.709	
SOCIAL SUPPORT (SS)									
SS1	1	9	81	173	46	310	3.82	0.724	3.89
SS2	0	2	31	179	98	310	4.20	0.634	
SS3	0	17	102	143	48	310	3.72	0.790	
SS4	1	3	84	176	46	310	3.85	0.682	
SS5	1	2	46	206	55	310	4.01	0.618	
SS6	2	12	80	178	38	310	3.77	0.736	
TRUST (TR)									
TR1	0	4	19	199	88	310	4.20	0.599	4.24
TR2	0	3	18	192	97	310	4.24	0.596	
TR3	0	1	16	184	109	310	4.29	0.575	
TR4	0	7	23	172	108	310	4.23	0.680	
TR5	0	3	18	193	96	310	4.23	0.595	
TR6	0	1	11	200	98	310	4.27	0.539	
TR7	0	0	28	186	96	310	4.22	0.594	
CUSTOMER LOYALTY (LOY)									
PI1	1	8	36	175	90	310	4.11	0.726	4.13
PI2	0	1	30	166	113	310	4.26	0.638	
PI3	0	3	36	169	102	310	4.19	0.669	
PI4	0	16	78	139	77	310	3.89	0.835	
PI5	1	6	48	161	94	310	4.10	0.746	
PI6	0	1	39	158	112	310	4.23	0.670	

Note: SCC (Social Commerce Construct), SP (Social Presence), SS (Social Support), TR (Trust), and PI (Purchase Intention).

Validity and Reliability

Five latent variables are examined in this study: purchase intentions, social presence, social support, trust, and social commerce conceptions. The measuring model was examined to make sure the constructs were reliable and consistent before evaluating the structural links. The Standardized Loading Factor (SLF), which has a minimum threshold of 0.50, was used to evaluate convergent validity. All indicators produced SLF values exceeding this criterion, confirming that the items adequately represent their corresponding latent variables. Reliability testing was performed using Construct Reliability (CR) and Average Variance Extracted (AVE), with specified minimum requirements of $CR \geq 0.70$ and $AVE \geq 0.50$. The findings show that all constructs met these requirements, indicating excellent internal consistency and appropriate explanatory potential.

Table 3: Results of SLF and AVE Validity Test ≥ 0.50
Cronbach's Alpha Reliability Test ≥ 0.50

Latent Variable	Indicator	SLF	AVE	Cronbach's Alpha	Result
Social Commerce Construct	SCC1	0.76	0.56	0.911	Valid Reliable
	SCC2	0.76			
	SCC3	0.69			
	SCC4	0.61			
	SCC5	0.74			
	SCC6	0.79			
	SCC7	0.84			
	SCC8	0.79			
Social Presence	SP1	0.71	0.55	0.731	Valid Reliable
	SP2	0.75			
	SP3	0.55			
	SP4	0.52			
Social Support	SS1	0.64	0.60	0.825	Valid Reliable
	SS2	0.69			
	SS3	0.67			
	SS4	0.64			
	SS5	0.57			
	SS6	0.56			
Trust	TR1	0.79	0.63	0.921	Valid Reliable
	TR2	0.88			
	TR3	0.80			
	TR4	0.65			
	TR5	0.79			
	TR6	0.78			
	TR7	0.83			
Purchase Intention	PI1	0.71	0.62	0.807	Valid Reliable
	PI2	0.75			
	PI3	0.63			
	PI4	0.58			
	PI5	0.55			
	PI6	0.60			

Discriminant validity was also examined to ensure that each construct is clearly differentiated from the others. The Fornell-Larcker criterion, which asserts that discriminant validity is present when the square root of a construct's Average Variance Extracted (AVE) exceeds its correlations with other constructs in the model, were applied in the evaluation. This implies that compared to other factors, a hidden variable should be able to explain greater variance in its own indicators. Table 4's findings demonstrate that every concept satisfies this requirement, demonstrating strong discriminant validity.

Table 4: Fornell and Larcker Criterion (Discriminant Validity)

Variables	Social Commerce Construct (SCC)	Social Presence (SP)	Social Support (SS)	Trust (TR)	Purchase Intention (PI)	Results
Social Commerce Construct (SCC)	0.750					Valid
Social Presence (SP)	0.180	0.739				Valid
Social Support (SS)	0.203	0.356	0.772			Valid
Trust (TR)	0.260	0.372	0.389	0.791		Valid
Purchase Intention (PI)	0.245	0.346	0.328	0.393	0.787	Valid

The results of the Fornell-Larcker technique discriminant validity examination are summarized in Table 4. This criterion states that discriminant validity is achieved when each construct's square root of the average variance extracted (AVE) is greater than its correlations with other constructs in the model. Each construct explains more variance in its own indicators than it does with other hidden variables, according to this criterion. The findings demonstrate that the square root of AVE is higher than the matching inter-construct correlations for every construction. Therefore, all variables fulfill the discriminant validity requirements and are empirically distinguishable within the measurement model.

Overall Model Fit

The goodness-of-fit assessment reveals that most fit indices meet the recommended threshold values, although several indicators are slightly below the suggested criteria. Specifically, the measures of absolute fit, incremental fit, and parsimonious fit largely surpass their respective standards, suggesting satisfactory overall model performance. Although not every index perfectly meets the ideal benchmarks, the overall results demonstrate an acceptable level of fit. Consequently, the structural model is deemed suitable for further hypothesis testing and sufficient in illustrating the connections between the latent constructs.

Table 5: Overall Model Fit Criteria Test Results

Goodness of Fit	Cut-off Value	Results	
<i>Non-centrality Parameter (NCP)</i>	1,335 - 1,604	1,473	<i>Good Fit</i>
<i>Root Mean Square Error of App. (RMSEA)</i>	≤ 0.08	0.076	<i>Good Fit</i>
<i>Root Mean Square Residual (RMR)</i>	≤ 0.05	0.044	<i>Good Fit</i>
<i>Goodness of Fit Index (GFI)</i>	≥ 0.9	0.91	<i>Good Fit</i>
<i>Expected Cross Validation Index (ECVI)</i>	3.21 < ECVI < 68.87	6.59	<i>Good Fit</i>
<i>Parsimonious Normed Fit Index (PNFI)</i>	≥ 0.5	0.83	<i>Good Fit</i>
<i>Parsimonious Goodness of Fit Index (PGFI)</i>	≥ 0.5	0.61	<i>Good Fit</i>
<i>Consistent Akaike Info . Criterion (CAIC)</i>	2.142 < CAIC < 3.341	2,386	<i>Good Fit</i>
<i>Akaike Information Criterion (AIC)</i>	2.128 > AIC > 992	2036	<i>Good Fit</i>
<i>Relative Fit Index (RFI)</i>	≥ 0.9	0.91	<i>Good Fit</i>
<i>Comparative Fit Index (CFI)</i>	≥ 0.9	0.94	<i>Good Fit</i>
<i>Normed Fit Index (NFI)</i>	≥ 0.9	0.92	<i>Good Fit</i>
<i>Adjusted Goodness of Fit Index (AGFI)</i>	≥ 0.9	0.91	<i>Good Fit</i>

V. Discussion

Hypothesis testing was carried out following an examination of the model's validity, reliability, and goodness of fit. Table 7 shows the outcomes of the hypothesis testing.

Hypothesis	Coef	Std Error	T-Value	Results
H ₁ . Social Commerce Construct → Trust	0.14	0.067	2.05	Supported
H ₂ . Social Commerce Construct → Social Presence	0.51	0.071	7.26	Supported
H ₃ . Social Commerce Construct → Social Support	0.55	0.073	7.48	Supported
H ₄ . Social Commerce Construct → Purchase Intention	0.15	0.071	2.14	Supported
H ₅ . Social Presence → Trust	0.43	0.070	6.22	Supported
H ₆ . Social Presence → Purchase Intention	0.25	0.084	2.96	Supported
H ₇ . Social Support → Trust	0.42	0.070	5.97	Supported
H ₈ . Social Support → Purchase Intention	0.38	0.086	4.44	Supported
H ₉ . Trust → Purchase Intention	0.26	0.091	2.79	Supported

Table 7: Hypothesis Test (Direct Effect)

The hypothesis testing findings demonstrate that all of the proposed hypotheses (H1-H9) are supported. Table 7 shows that social commerce dimensions positively impact trust ($\beta = 0.14$; $t = 2.05$), social presence ($\beta = 0.51$; $t = 7.26$), social support ($\beta = 0.55$; $t = 7.48$), and buy intention ($\beta = 0.15$; $t = 2.14$). All t-values surpass 1.96 ($p < 0.05$). Thus, H1–H4 are confirmed. These findings are consistent with prior studies (Hajli, 2015; Shekar & Jaidev, 2020; Li, 2019; Hajli & Sims, 2015), emphasizing the importance of interactive social commerce features in building engagement and trust. The strong influence on social presence highlights the role of digital interactivity in creating a sense of human connection.

The hypothesis testing findings demonstrate that all of the proposed hypotheses (H1-H9) are supported. Table 7 shows that social commerce dimensions positively impact trust ($\beta = 0.14$; $t = 2.05$), social presence ($\beta = 0.51$; $t = 7.26$), social support ($\beta = 0.55$; $t = 7.48$), and buy intention ($\beta = 0.15$; $t = 2.14$). All t-values surpass 1.96 ($p < 0.05$).

Additionally, the mediating effect of trust (H10) was tested using LISREL 8.80, with results presented in Table 8.

Table 8: Hypothesis Test (Indirect Effect)

Hypothesis	Coef	Std Error	T-Value	Results
H _{10a} Social commerce constructs → Trust → Purchase Intent	0.49	0.07	7.20	Supported
H _{10b} Social Presence → Trust → Purchase Intent	0.11	0.04	2.67	Supported
H _{10c} Social support → Trust → Purchase Intention	0.11	0.04	2.66	Supported

The results indicate that the proper implementation of social commerce constructs is crucial in building consumer trust, which is a key factor in the decision-making process. Trust helps minimize perceived risk and uncertainty, thereby increasing the likelihood that consumers will convert their intentions into actual purchases. When a platform or brand is perceived as trustworthy, consumers are more inclined to develop and act on purchase intentions. In addition, social presence plays an important role in strengthening trust. A high level of perceived social presence enhances the interactive and relational aspects of the online environment, fostering feelings of connection and engagement. This sense of closeness increases consumers' confidence in the platform and supports their intention to buy. Likewise, social support through informational guidance and emotional encouragement positively affects trust. When consumers receive recommendations, shared experiences, and reassurance from others, they feel more confident in their choices.

VI. Theoretical Contributions And Managerial Implications

This study provides theoretical contributions to the understanding of consumer purchase intention in e-commerce, especially within the Shopee platform context. It highlights the strategic role of enhancing interactive and social commerce elements, including reviews, ratings, user recommendations, and online communities.

Improving social presence and social support can strengthen consumers' perceived security, foster trust in sellers and the platform, enhance transaction transparency and safety, and support more personalized shopping experiences. From a managerial perspective, the results emphasize the need to prioritize service quality improvement, increase customer satisfaction, and develop effective trust-building strategies.

VII. Conclusions, Limitations, And Future Research

This study shows that social commerce constructs have a considerable impact on trust, social presence, social support, and buy intention, all of which influence consumer purchasing decisions. Features such as reviews, comments, ratings, videos, and recommendations facilitate direct interaction among consumers, sellers, and other users, enhancing engagement within the platform. These interactions create a more personal and realistic social atmosphere, allowing consumers to feel the presence of others rather than merely engaging with a digital system. Social presence and social support are shown to significantly influence trust and purchase intention. Interactive features such as live chat, live streaming, and comment sections foster closer relationships between consumers, sellers, and online communities.

Trust serves as an important mediating variable, reinforcing the impact of social commerce components, social presence, and social support on purchase intention. Trust is critical in shaping purchase decisions because it reduces perceived risk, increases psychological certainty, and strengthens customer confidence in online transactions. Furthermore, the Stimulus-Organism-Response (SOR) framework is verified as a useful model for describing consumer purchasing behavior in the digital social commerce environment. Social commerce features act as stimuli that influence internal perceptions (organisms), which then generate responses in the form of purchase intention, with trust functioning as a central reinforcing factor. The empirical findings and structural model testing demonstrate that the model is valid and reliable.

However, this study has several limitations. It focuses solely on respondents in Indonesia, which limits generalizability. Future research could involve multiple countries to obtain broader insights and enhance external validity. Additionally, future studies may examine each dimension of social commerce constructs separately to identify which dimensions exert the strongest influence on purchase intention. Expanding the analysis to include other affective and cognitive factors, such as closeness and familiarity in e-commerce applications, would also provide deeper understanding.

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