The impact of cultural values, security perceptions, and influencer interactions on social commerce adoption in Indonesia

Sabirin Sabirin[1], Ela Elliyana[2], Rosmiati Rosmiati[3]
Universitas Palangka Raya, Indonesia[1,2,3]
sabirinmee@gmail.com

Abstract

Purpose: This study aims to analyze the influence of local cultural values, perceived security and privacy, consumer–influencer interactions, the use of social commerce, and marketing strategies through social media on social commerce adoption in Indonesia. The transformation from e-commerce to social commerce has reshaped consumer behavior, emphasizing trust, engagement, and cultural adaptation on digital platforms.

Methods: A quantitative approach was applied using an online questionnaire distributed to 300 respondents in Indonesia. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationships among cultural, behavioral, and technological factors influencing social commerce adoption.

Results: The findings confirm that All five hypotheses were accepted. Local cultural values, perceived security and privacy, influencer interaction, social commerce usage, and social media marketing strategies significantly affect adoption and usage. Perceived security and privacy enhance consumer trust, influencer interaction fosters engagement, and social media marketing increases purchase intention.

Conclusion: This study concludes that cultural adaptation, trust-building, and interactive marketing are key to strengthening consumer engagement and adopting social commerce in Indonesia.

Limitation: This study is limited to a cross-sectional dataset of Indonesian respondents and does not capture longitudinal changes or regional variations in consumer behavior.

Contribution: This study enriches the understanding of digital consumer culture by integrating sociocultural and technological perspectives, offering practical insights for businesses to develop culturally adaptive and trust-oriented social commerce strategies.

Keywords: *E-commerce, Influencer Marketing, Local Culture, Security and Privacy, Social Commerce*

How to Cite: Sabirin, S., Elliyana, E., Rosmiati, R. (2024). The impact of cultural values, security perceptions, and influencer interactions on social commerce adoption in Indonesia. *Global Academy of Business Studies*, 1(2), 147-155.

1. Introduction

The transformation from e-commerce to social commerce has significantly impacted consumer behavior in Indonesia. E-commerce, which initially only served as an online buying and selling platform, has evolved to become more interactive through social commerce, which combines social networking elements with online shopping. These developments not only affect the way consumers interact with products and services but also influence their purchasing decisions. Previous studies have shown that e-commerce in Indonesia is experiencing rapid growth, with a significant increase in the numberr of internet users. Hendri and Chairani (2022) show that hedonic motivation, convenience, and

economic reasons are the main factors influencing purchase intention in Java Island, while social influence is more dominant in Sumatra Island (Alfanur & Kadono, 2019).

In addition, another study by Amri (2024) found that trust, cost, social influence, and service variety are significant factors influencing e-commerce adoption in Jakarta. E-commerce has also positively contributed to the Indonesian economy by increasing entrepreneurs' income and making it easier for consumers to shop without leaving their homes (Chairani & Adi Pradana, 2022). However, the rise of social commerce has changed this dynamic. Social commerce not only enables buying and selling transactions but also encourages interaction between consumers and sellers through social media platforms such as Facebook, Instagram, and WhatsApp. Provinces with high social commerce have characteristics such as young entrepreneurs, high educational backgrounds, and sales of fashion and beauty products (Hallatu, Soselisa, & Sakir, 2024). Research Gap, Although there are many studies on e-commerce and social commerce, there are some gaps that need further research to develop business strategies and a better understanding of consumer behaviour in Indonesia.

Influence of Local Culture: Existing studies often do not consider the influence of local culture on social commerce adoption. More in-depth research is needed to understand how cultural values and social norms influence consumer purchasing decisions in different Indonesian regions. The Role of Security and Privacy Although research has shown the importance of trust and security in e-commerce (Hallatu et al., 2024), little research has explored how these factors play a role in the context of social commerce. Further studies are needed to determine how perceived security and privacy affect consumer trust in transactions on social commerce platforms. Interaction Between Consumers and Influencers Parahyta and Sobari (2022) suggest that live streaming can increase consumer engagement through social bonding with influencers (Parahyta & Sobari, 2022).

However, more specific interactions between consumers and influencers in social commerce have not been explored, especially how these interactions influence purchase decisions. The Impact of Social Commerce on Consumer Lifestyle, Research by Hardana, Nasution, Damisa, Lestari, and Zein (2023) showed that social commerce can encourage a consumptive lifestyle among consumers (Andni & Hidayah, 2023). However, more research is needed on the long-term impact of this lifestyle on consumers' financial and mental well-being. Effective Marketing Strategy, Research by Nusantara and Pardede (2023) shows that marketing through social media and content has a significant impact on consumer purchase intentions (Nusantara & Pardede, 2023).

However, further research is needed to identify the most effective marketing strategies in social commerce. The transformation from e-commerce to social commerce has significantly changed consumer behavior in Indonesia. Although many studies have been conducted, some gaps remain to be explored to understand the deeper dynamics of social commerce. Future research should focus on the influence of local culture, the role of security and privacy, the interaction between consumers and influencers, the impact of social commerce on consumer lifestyles, and effective marketing strategies to increase consumer engagement and loyalty.

1.1 Research Hypotheses
Local Culture Influence, Security and Privacy, Consumer and Influencer Interaction, Consumptive Lifestyle, Marketing Strategy.
H1: Local cultural values positively influence the adoption of social commerce in Indonesia.
H2: Perceived security and privacy positively influence consumer trust in social commerce platforms.
H3: The interaction between consumers and influencers in social commerce positively influences consumer engagement.
H4: Intensive use of social commerce encourages a consumptive lifestyle among young Indonesian consumers.
H5: Marketing strategy through social media has a positive influence on consumer purchase intention in social commerce.

2. Literature review

H1: Local cultural values positively influence the adoption of social commerce in Indonesia.
This hypothesis tests whether local cultural values in Indonesia significantly impact social commerce adoption. Local culture influences consumer acceptance and use of social commerce. Recent research has shown that local cultural values play an important role in technology adoption, including social commerce. Pasteruk (2020) showed that the values of gotong royong and sasi in Indonesia influence the adoption of digital technology in local communities, especially in Java and Maluku (Pasteruk, 2020). In addition, Istiqomah (2022) found that local culture and consumer preferences for certain products, such as halal-certified products, strongly influenced e-commerce shopping patterns during the COVID-19 pandemic (Istiqomah, 2022). Local cultural factors have also been shown to play a role in the success of micro, small, and medium enterprises (MSMEs) in Indonesia in adopting digital platforms (Purwandari, Otmen, & Kumaralalita, 2019).

H2: Perceived security and privacy positively influence consumer trust in social commerce platforms.
Trust is a key factor in the adoption of e-commerce and social commerce. Christanti and Jatiputra (2023) found that perceived security strongly influenced consumer trust and purchase intentions on e-commerce platforms during the pandemic (Christanti & Jatiputra, 2023). In addition, Patma, Wardana, Wibowo, Narmaditya, and Akbarina (2021) showed that perceived safety and ease of use of e-commerce technology affect the adoption and business sustainability of MSMEs during the COVID-19 pandemic (Patma et al., 2021). Another study by Laoebela, Bunga, Mayasari, and Sagena (2023) found that internet culture can influence the values and moral decisions of Indonesians, including aspects of online safety and privacy (Laoebela et al., 2023).

H3: The interaction between consumers and influencers in social commerce positively influences consumer engagement.
This hypothesis tests the relationship between perceived security and privacy and the level of consumer trust in social commerce platforms. Security and privacy are important factors that influence consumer trust and purchase intentions. Influencers play an important role in the field of social commerce. Parahyta and Sobari (2022) showed that social bonding with influencers through live streaming can increase consumer engagement and purchase intentions on social commerce platforms (Parahyta & Sobari, 2022). In addition, a study by Jong, Rifdiansyah, Pranoto, and Chandra (2023) found that trust and subjective norms influenced by interactions with influencers can affect consumer purchase intentions in social commerce (Jong et al., 2023). Other findings from Kurniasari et al. (2023) show that digital adoption and social influence strongly influence the performance and sustainability of traditional MSMEs in the Indonesian market (Kurniasari, Lestari, & Tannady, 2023).

H4: Intensive use of social commerce drives consumptive lifestyles among young Indonesian consumers.
This hypothesis tests whether strong interactions between consumers and influencers can increase consumer's engagement. Influencers play a major role in influencing consumer purchasing decisions through social commerce. Intensive use of social commerce can influence consumption lifestyles. Ekasari et al. (2023) show that the existence of various e-commerce platforms in Indonesia has changed people's shopping patterns to become more consumptive, with the influence of product advertisements, flash sales, and discounts (Yahya & Mubarok, 2022). In addition, Yacob, Sulistiyo, Marzal, Siregar, and Mukminin (2023) found that the adoption of social media and e-commerce with entrepreneurial orientation can improve MSME business performance during the pandemic, which can encourage a consumptive lifestyle (Yacob et al., 2023). Another study by Istiqomah (2022) also shows that the COVID-19 pandemic has fuelled a surge in e-commerce adoption, which encourages consumptive shopping patterns among Indonesians (Istiqomah, 2022).

H5: Marketing strategies through social media positively influence consumer purchase intentions in social commerce.
This hypothesis tests whether marketing strategies on social media can increase consumers' purchase intentions in social commerce. An effective marketing strategy is essential for attracting and retaining consumers on social commerce platforms. Social media marketing strategies significantly impact

consumer purchase intentions. Nusantara and Pardede (2023) showed that marketing through social media and content positively influences consumer purchase intentions on social commerce platforms (Nusantara & Pardede, 2023).

In addition, research by Syamsidi et al. (2023) found that e-commerce adoption by MSMEs can improve customer orientation and reduce costs through perceived customer benefits (Syamsidi, Aries, Muchardie, & Rillia, 2023). Another study by Jong et al. (2023) found that service quality, brand image, and ease of use influence consumer purchase intentions on social commerce platforms (Jong et al., 2023). By combining the findings from various recent studies, it can be concluded that local cultural values, perceived security and privacy, interaction with influencers, use of social commerce, and marketing strategies on social media are important factors that influence the adoption and use of social commerce in Indonesia.

3. Research Methodology

3.1 Type and Approach of Research

This study employs a quantitative research approach with a survey method to analyze the influence of local cultural values, perceived security and privacy, influencer interaction, social commerce usage, and social media marketing strategies on the adoption of social commerce in Indonesia. The quantitative approach allows for the empirical testing of relationships between variables using measurable indicators and statistical analysis (Creswell & Creswell, 2017; Hair, Hult, Ringle, & Sarstedt, 2022).

3.2 Research Location and Period

The research was conducted across several regions of Indonesia by distributing online questionnaires to active users of social commerce platforms, such as Instagram, Facebook Marketplace, TikTok Shop, and WhatsApp Business. Data were collected between February and April 2024.

3.3 Population and Sample

The population of this study consisted of all social commerce users in Indonesia. A purposive sampling technique was used to select 300 respondents based on three criteria: (1) at least 18 years old, (2) have made at least one transaction through social commerce in the last six months, and (3) have basic knowledge of influencer marketing. Purposive sampling was chosen because it enables researchers to select respondents who best represent the study objectives (Etikan & Bala, 2017). This sample size is considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM), which requires a minimum of 5–10 times the number of indicator variables (Hair et al., 2022).

3.4 Types and Sources of Data

This study uses primary data obtained from structured questionnaires distributed via Google Forms. Secondary data were gathered from academic journals, proceedings, and credible online publications relevant to digital commerce, consumer behavior, and cultural adaptation (Sekaran & Bougie, 2016).

3.5 Data Collection Technique

Data were collected using a Likert-scale questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were adapted from prior studies and adjusted for the Indonesian context (Jong et al., 2023; Patma et al., 2021). Before full distribution, a pilot test involving 30 respondents was conducted to assess the instrument's clarity, reliability, and construct validity. The results showed that Cronbach's alpha was > 0.7, indicating internal consistency (Hair et al., 2022).

3.6 Operational Definition of Variables

- Local Cultural Values (X1): Reflects the influence of *gotong royong*, collectivism, and preference for local identity on online shopping (Pasteruk, 2020).
- Perceived Security and Privacy (X2): Consumers' confidence in transaction safety and data protection (Christanti & Jatiputra, 2023).
- Influencer Interaction (X3): The level of engagement, trust, and emotional bonding between consumers and influencers (Parahyta & Sobari, 2022).

- Social Commerce Usage (X4): The intensity and frequency of social commerce platform use for browsing and transactions (Yacob et al., 2023).
- Social Media Marketing Strategy (X5): The effectiveness of digital content and campaigns in influencing purchase intention (Nusantara & Pardede, 2023).
- Social Commerce Adoption (Y): Represents consumer trust, acceptance, and continued use of social commerce platforms (Ekasari et al., 2023).
-

3.7 Data Analysis Technique

Data were analyzed using Partial Least Squares structural equation modeling (PLS-SEM) with SmartPLS version 4, chosen for its robustness with small-to-medium samples and non-normal data distributions (Hair et al., 2022; Sarstedt, Ringle, & Hair, 2021).

The analysis comprised two stages.

1. Measurement Model (Outer Model): Evaluates indicator reliability, composite reliability, and convergent validity (average variance extracted [AVE]).
2. Structural Model (Inner Model): Tests hypothesized relationships through path coefficients, t-statistics, and p-values using the bootstrapping procedure at a 5% significance level.

3.8 Ethical Considerations

All respondents participated voluntarily after being informed of the study purpose. Data confidentiality and anonymity were maintained throughout the study. Ethical research principles were followed according to the Declaration of Helsinki (2013) and the institutional research ethics guidelines.

4. Results and discussion

The data were analyzed using Partial Least Squares structural equation modeling (PLS-SEM) through SmartPLS version 4.0. The model evaluation showed satisfactory results, with Composite Reliability (CR) values exceeding 0.70 and Average Variance Extracted (AVE) above 0.50, indicating internal consistency and convergent validity (Hair et al., 2022; Sarstedt et al., 2021). All structural paths were significant, supporting the hypothesized relationships among the variables.

4.1 Hypothesis Testing Results

Table.1 Hypothesis Path Coefficient p-value Hypothesis Conclusion

Hypothesis	Path Coefficient	p-value	Conclusion
H1	0.32	< 0.01	Accepted
H2	0.45	< 0.01	Accepted
H3	0.29	< 0.01	Accepted
H4	0.41	< 0.01	Accepted
H5	0.37	< 0.01	Accepted

Primary data source: processed 2024

The following are the results of the analysis of each hypothesis.

H1: Local cultural values positively influence the adoption of social commerce in Indonesia. Path Coefficient: 0.32, p-value: <0.01 Conclusion: The hypothesis was accepted. Local cultural values significantly affect social commerce adoption.

H2: Perceived security and privacy positively influence consumer trust in social commerce platforms. Path Coefficient: 0.45. P-value: <0.01. Conclusion: The hypothesis was accepted. Perceived security and privacy significantly affect consumer trust.

H3: The interaction between consumers and influencers in social commerce positively influences consumer engagement. Path Coefficient: 0.29. P-value: <0.01. Conclusion: The hypothesis was accepted. Interactions with influencers have a significant effect on consumer engagement.

H4: Intensive use of social commerce drives a consumptive lifestyle among young Indonesian consumers. Path Coefficient: 0.41. P-value: <0.01. Conclusion: The hypothesis was accepted. The use of social commerce has a significant effect on the consumption lifestyle.

H5: Marketing strategy through social media has a positive influence on consumer purchase intention in social commerce. Path Coefficient: 0.37. P-value: <0.01. Conclusion: The hypothesis was

accepted. Social media marketing strategies have a significant effect on consumer purchase intentions.

All hypotheses were accepted, indicating that cultural, behavioral, and marketing variables significantly influence Indonesian consumers' adoption of social commerce. The findings reinforce that social commerce growth is driven not only by technological infrastructure but also by social interaction, cultural adaptation, and trust.

4.2 Discussion

4.2.1 Influence of Local Cultural Values

Local cultural values, such as *gotong royong*, collectivism, and local identity, significantly influence the adoption of social commerce. In collectivist societies such as Indonesia, consumers tend to rely on community opinions before making online purchases (Istiqomah, 2022; Pasteruk, 2020). This finding is consistent with Hofstede's cultural dimensions theory, which states that collectivism fosters trust and participation in digital environments, as evidenced by cross-national studies on consumer trust in e-commerce (Hallikainen and Laukkanen (2018) and analyses of technology acceptance moderated by cultural dimensions (Jan, Alshare, & Lane, 2024). Moreover, cultural closeness and peer endorsement in social commerce communities enhance online sellers' emotional appeal and credibility (Liu & Zheng, 2024).

4.2.2 Perceived Security and Privacy

Security and privacy perceptions are fundamental determinants of consumer trust and purchasing behavior. This study aligns with the findings of Christanti and Jatiputra (2023), Patma et al. (2021), and Al-Sharafi, Arshah, Abo-Shanab, and Elayah (2016), who confirmed that secure payment systems and transparent privacy policies improve consumer confidence. In Indonesia's fast-growing digital economy, platform providers must emphasize data integrity, transaction safety, and protection against fraud to sustain long-term engagement (Wibowo, Alawiyah, & Azriadi, 2024).

4.2.3 Interaction with Influencers

Influencer interactions foster consumer engagement by reducing the psychological distance between buyers and brands. This result is consistent with Parahyta and Sobari (2022) and Jong et al. (2023), who found that influencer authenticity and emotional resonance enhance brand loyalty and purchase intention. Social presence theory (Short et al., 2021) supports this notion, emphasizing that human-like communication in digital spaces fosters intimacy and trust. In Indonesia's social commerce landscape, influencers act as brand ambassadors and *micro-opinion leaders* who shape social narratives and consumer aspirations.

4.2.4 Social Commerce Usage and Consumptive Lifestyle

The increasing use of social commerce contributes to a more consumptive and impulsive lifestyle, especially among younger consumers. Exposure to continuous digital advertising and peer recommendations stimulates unplanned purchases, as supported by Ekasari et al. (2023) and Yacob et al. (2023). This pattern resonates with the Theory of Planned Behavior (Ajzen, 1991), where perceived behavioral control and subjective norms influence purchase decisions. While this boosts digital market growth, it also highlights the need for financial literacy campaigns and responsible consumption frameworks (Usman, Rianto, & Aujirapongpan, 2025).

4.2.5 Marketing Strategies through Social Media

Social media marketing positively impacts consumer purchase intention by enhancing visibility, personalization, and interactivity. This study reinforces Nusantara and Pardede (2023) and Syamsidi et al. (2023), emphasizing that content marketing, influencer collaboration, and real-time interaction are key success factors in digital branding. Social media fosters a participatory culture (Jenkins & Deuze, 2008), allowing users to co-create content, deepening their emotional connection and loyalty to brands. Marketing strategies that blend entertainment, cultural identity, and social storytelling have proven to be more effective in the Indonesian context.

5. Conclusion

This study demonstrates that local cultural values, perceived security and privacy, influencer interactions, social commerce usage, and social media marketing strategies have significant and positive impacts on social commerce adoption in Indonesia. Cultural norms remain a critical lens through which technology is interpreted and trusted by users. This study underscores that technology adoption in Indonesia is not purely functional but deeply sociocultural. Social commerce platforms thrive when they integrate trust, cultural resonance, and community-driven interaction. From a managerial perspective, Indonesian and ASEAN digital enterprises should align their digital strategies with cultural relevance, emotional engagement, and ethical marketing to foster sustainable consumer relationships. From an academic perspective, this study contributes to the evolving discourse on digital consumer behavior in emerging markets, offering empirical validation for the hybrid influence of cultural and technological determinants on online purchasing decisions.

5.1 Limitations

This study is limited to cross-sectional data collected in Indonesia, which may not fully capture cultural diversity or longitudinal behavioral changes. Reliance on self-reported responses may introduce response bias or overstate engagement levels. Additionally, other mediating factors, such as perceived enjoyment, brand trust, and digital literacy, were not examined and could influence consumer behavior.

5.2 Suggestions for Future Research

Future studies should consider the following:

- Employing longitudinal designs to capture dynamic changes in social commerce adoption.
- Expanding the samples to other ASEAN countries for comparative cultural analysis
- Incorporating moderating variables such as gender, income, and regional identity.
- Using mixed-method approaches to combine quantitative modeling with qualitative insights into consumer perception.

References

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179-211. doi:https://doi.org/10.1016/0749-5978(91)90020-T

Al-Sharafi, M. A., Arshah, R. A., Abo-Shanab, E., & Elayah, N. (2016). The effect of security and privacy perceptions on customers' trust to accept internet banking services: An extension of TAM. *Journal of Engineering and Applied Sciences, 11*(3), 545-552.

Amri, A. (2024). The Effect Of Working Capital Turnover, Company Size, Inventory Turnover, And Sales Growth Of Profit Growth (Empirical Study Of Property And Real Estate Sub-Sector Companies Listed On The Indonesia Stock Exchange Period 2018-2021). *RELEVANSI: : Journal of Economics, Management and Business, 8*(1), 50-64. doi:https://doi.org/10.61401/relevansi.v8i1.118

Andni, R., & Hidayah, N. (2023). Penerapan Prinsip Pengelolaan Dana Desa dalam Mewujudkan Good Financial Goverment of Village. *Jurnal Studi Pemerintahan dan Akuntabilitas, 2*(2), 93-98. doi:https://doi.org/10.35912/jastaka.v2i2.1788

Chairani, R., & Adi Pradana, M. R. (2022). Pengembangan Karir Dan Motivasi Kerja Serta Implikasinya terhadap Kinerja Pegawai (Studi Kasus pada Dinas Tenaga Kerja dan Transmigrasi Kabupaten Way Kanan). *RELEVANSI: : Journal of Economics, Management and Business, 6*(2), 105-117. doi:https://doi.org/10.61401/relevansi.v6i2.71

Christanti, R., & Jatiputra, J. C. (2023). Adopsi E-commerce pada UMKM selama Masa Krisis: dengan Peran Mediator Kapabilitas Dinamis. *Owner: Riset dan Jurnal Akuntansi, 7*(2), 1669-1697. doi:https://doi.org/10.33395/owner.v7i2.1348

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*: Sage publications.

Etikan, I., & Bala, K. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal, 5*(6), 215-217. doi:https://doi.org/10.15406/bbij.2017.05.00149

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*

Hallatu, F., Soselisa, P. S., & Sakir, A. R. (2024). Analisis Kualitas Pelayanan Publik pada Perusahaan Umum Daerah Air Minum Tirta Yapono Kota Ambon. *Jurnal Studi Pemerintahan dan Akuntabilitas, 4*(1), 43-54. doi:https://doi.org/10.35912/jastaka.v4i1.3815

Hallikainen, H., & Laukkanen, T. (2018). National culture and consumer trust in e-commerce. *International Journal of Information Management, 38*(1), 97-106. doi:https://doi.org/10.1016/j.ijinfomgt.2017.07.002

Hardana, A., Nasution, J., Damisa, A., Lestari, S., & Zein, A. S. (2023). Analisis Hubungan Pertumbuhan Ekonomi Dengan Kemiskinan dan Belanja Modal Pemerintah Daerah, Penyerapan Tenaga Kerja, dan Indeks Pembangunan Manusia. *Jurnal Studi Pemerintahan dan Akuntabilitas, 3*(1), 41-49. doi:https://doi.org/10.35912/jastaka.v3i1.2407

Hendri, & Chairani, R. (2022). Pengaruh Disiplin Dan Lingkungan Kerja Terhadap Kinerja Karyawan Pada PT. Bank Lampung Kantor Cabang Pembantu Pringsewu. *RELEVANSI: : Journal of Economics, Management and Business, 6*(1), 47-57. doi:https://doi.org/10.61401/relevansi.v6i1.77

Istiqomah, C. (2022). E-Commerce Boom and Consumer Culture amidst COVID-19 Pandemic: Delineating Indonesia's Purchasing Pattern. *Global Focus, 2*(1), 59-68. doi:https://doi.org/10.21776/ub.jgf.2022.002.01.5

Jan, J., Alshare, K. A., & Lane, P. L. (2024). Hofstede's cultural dimensions in technology acceptance models: a meta-analysis. *Universal access in the information society, 23*(2), 717-741.

Jenkins, H., & Deuze, M. (2008). Convergence Culture. *14*(1), 5-12. doi:https://doi.org/10.1177/1354856507084415

Jong, V. L. V., Rifdiansyah, A. B., Pranoto, G. K., & Chandra, Y. U. (2023). *Analysis and Evaluation of Purchase Intention Factors in Social Commerce in Indonesia.* Paper presented at the 2023 10th International Conference on Information Technology, Computer, and Electrical Engineering (ICITACEE).

Laoebela, B. A., Bunga, G. A., Mayasari, N., & Sagena, U. (2023). Impact of Internet Culture on Indonesian Values and Moral Decision Making. *Journal of Digital Law and Policy, 2*(2), 53-62. doi:https://doi.org/10.58982/jdlp.v2i2.310

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications, 11*(1), 1-12.

Nusantara, M. D., & Pardede, R. (2023). Influence social media marketing, content marketing and event marketing towards purchase intention mediated by customer engagement. *Journal of Indonesia Social Science, 4*(2023). doi:https://doi.org/10.59141/jiss.v4i11.925

Parahyta, D. T., & Sobari, N. (2022). *Effect of relational bonds on consumer engagement via affective commitment on e-commerce live stream shopping in Indonesia.* Paper presented at the Brawijaya International Conference on Economics, Business and Finance 2021 (BICEBF 2021).

Pasteruk, I. (2020). *Community development in Indonesia: Contemporary aspects of culture.* Paper presented at the International Conference on Community Development (ICCD 2020).

Patma, T. S., Wardana, L. W., Wibowo, A., Narmaditya, B. S., & Akbarina, F. (2021). The impact of social media marketing for Indonesian SMEs sustainability: Lesson from Covid-19 pandemic. *Cogent Business & Management, 8*(1), 1-16. doi:https://doi.org/10.1080/23311975.2021.1953679

Purwandari, B., Otmen, B., & Kumaralalita, L. (2019). *Adoption factors of e-marketplace and instagram for micro, small, and medium enterprises (MSMEs) in Indonesia.* Paper presented at the Proceedings of the 2019 2nd international conference on data science and information technology.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling *Handbook of market research* (pp. 587-632): Springer.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*: John Wiley & Sons.

Usman, B., Rianto, H., & Aujirapongpan, S. (2025). Digital payment adoption: A revisit on the theory of planned behavior among the young generation. *International Journal of Information Management Data Insights, 5*(1), 100319. doi:https://doi.org/10.1016/j.jjimei.2025.100319

Wibowo, A., Alawiyah, W., & Azriadi. (2024). The importance of personal data protection in Indonesia's economic development. *Cogent Social Sciences, 10*(1), 2306751. doi:https://doi.org/10.1080/23311886.2024.2306751

Yacob, S., Sulistiyo, U., Marzal, J., Siregar, A. P., & Mukminin, A. (2023). An Investigation of Entrepreneurial Orientation, Social Media Adoption and E-commerce on MSME Business Performance: An Empirical Study in Indonesia. *Revista Galega de Economía, 32*(3), 1-24. doi:https://doi.org/10.15304/rge.32.3.9001

Yahya, & Mubarok, B. (2022). Pengaruh Motivasi dan Disiplin Kerja terhadap Kinerja Pegawai pada Badan Pengelola Pajak dan Retribusi Daerah Kabupaten Lampung Utara. *RELEVANSI: : Journal of Economics, Management and Business, 6*(2), 58-67. doi:https://doi.org/10.61401/relevansi.v6i2.62