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The Extension of the UTAUT2 Model: A Case Study of Indonesian SMEs Acceptance of Social Commerce

Artika Arista [a,b,*], Tjahjanto [a], Iin Ernawati [c], Rudhy Ho Purabaya [a], Engku Fadzli Hasan Syed Abdullah [d]

[a] Information systems, Universitas Pembangunan Nasional Veteran Jakarta, Cilandak, Jakarta, 12450, Indonesia
[b] Department of Information Systems, Universiti Malaya, Jalan Universiti, Kuala Lumpur, 50603, Malaysia
[c] Information systems Associate degree program, Universitas Pembangunan Nasional Veteran Jakarta, Cilandak, Jakarta, 12450, Indonesia
[d] Autonomous & Intelligent System, Universiti Sultan Zainal Abidin, Kampung Gong Badak, Terengganu, 21300, Malaysia
Corresponding author: *artika.arista@upnvj.ac.id

***Abstract*— An entirely updated e-commerce platform referred to as Social Commerce was developed in response to the rise in social media use. Social commerce integrates interactions between buyers and sellers made possible by social media platforms and Web 2.0 technology. It is frequently seen as a subfield of e-commerce. Social commerce has been successfully introduced in developing countries. Many businesses around the world are small and medium enterprises (SMEs). For instance, SMEs in Indonesia can contribute up to 60.34% of the country's GDP and have a substantial labor pool. Using social commerce as an e-commerce platform can significantly improve the operational efficiency of small and medium-sized enterprises (SMEs). However, little empirical research has specifically examined how SMEs embrace social commerce. Given the high level of concern, further research is required. Therefore, the current study experimentally examined how local SMEs in rural Indonesia introduced social commerce. The study was modeled using the Unified Theory of Technology Acceptance and Use (UTAUT) 2 model and several previous studies. SmartPLS 4 software was used to model and evaluate data using partial least squares structural equation modeling (PLS-SEM). The findings of the 114 samples showed that relative advantage, social support, facilitation conditions, and the government's support of social commerce influenced behavioral intention to use social commerce. Behavioral intention to use social commerce influences the actual use of social commerce. The findings of this study can help local governments and policymakers develop social trade promotion regulations to help potential SMEs and entrepreneurs gain long-term business support.**

***Keywords*— Social commerce; small and medium enterprises; technology adoption models; UTAUT2; PLS-SEM.**

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I. INTRODUCTION

A major change has occurred in the online marketplace and how individuals shop because of technological advancements in information and communication technologies (ICT) [1]–[6], and the growing popularity of Web 2.0 and social media. Internet access users will reach 4.66 billion in 2021, an increase of 7.3% over 2020. Here are a few instances of social media tools and Web 2.0 that swiftly transform online shopping from a product-focused web page to a community that focuses on the customer's needs, such as blogs, wikis, social networks, and communities. Social media's increasing use and popularity signals the Internet's transition from a platform for social connections to a tool for business and marketing, particularly for business-to-consumer (B2C) and consumer-to-consumer (C2C), and how it affects the e-commerce industry [7].

Corporate activities have been transformed to be more successful and cost-effective, and they can now directly reach targets thanks to the advent of Web 2.0 platforms like Instagram, Line, WhatsApp, YouTube, TikTok, and Facebook. There has been a surge in the utilization of already existing information technology in response to the Covid-19 epidemic, such as smartphones and internet connections [8]. Pandemics have impacted interpersonal relationships, shifted global mindsets, and reshaped societies throughout history. Our way of life has been significantly affected by the recent pandemic. The growing usage of various digital technologies, such as online purchasing, is among the unforeseen developments brought forth by the epidemic [9]. Many people have utilized social media to launch businesses, disseminate

information, and advertise to a larger audience. Social media has altered how information is transmitted online and is thought to be more successful at reaching people at all social strata [8].

Social commerce is an innovative online shopping platform that was developed in response to the growth of social media[10]. Despite the lack of a specific definition, social commerce is thought to be a component of online business that integrates buying and selling interactions made possible by web 2.0 technology and social media platforms. Web 2.0 technologies [11] (such as forums, chat rooms, recommendation tools, and social networks) are created using frameworks that let consumers increase the value of for-profit services by collaborating, producing, and exchanging content [12]. E-commerce websites have evolved into social commerce platforms thanks to these social elements. As an example, a lot of websites offer rating and review choices for every product, which might aid consumers in making purchasing decisions. When a customer has made a purchase, they can utilize the same features to provide feedback on the product. Some other illustration is the incorporation of e-commerce websites and social networking sites (SNSs), which enables users to discuss a product or their opinion using it on social media.[13].

Small and Medium Enterprises (SMEs) make up many businesses worldwide. They considerably contribute to the gross domestic product, tax revenue, and employment of economic development [14] in many nations in the global economy, which is defined by ever-intensifying rivalry. Due to their adaptable business models and capacity for technological and product innovation in reaction to problems [15], the economy of many different countries significantly benefited from SMEs [16]. For example, in Indonesia, because of their size, SMEs strongly impact social and economic growth, GDP contribution, and employee empowerment. SMEs in Indonesia have a 60.34% GDP contribution potential and can employ a sizable amount of labor. SMEs can therefore be considered the foundation of the Indonesian economy [17].

SMEs are businesses with single or several owners. SMEs are essential for generating employment opportunities and boosting the economy [18]. SMEs vary from large organizations in a number of key areas, such as information system management, financial resources, levels of resources that are easily accessible, and expert knowledge management. Furthermore, most typical responsibilities are handled by just one or two people. Additionally, SMEs encounter difficulties, such as market globalization, economic upheaval, escalating competitiveness, shortened product lifecycles, shifting consumer wants [10], and a shortage of funding for infrastructure expansion and investments in cutting-edge information systems and technology[19]. To overcome these obstacles, SMEs must adopt a more innovative approach across all their operational areas[15].

The success of the system's implementation depends on the consumers' acceptance of the technology. The TAM, created by [20] cited by [21], is one of these theories and has been extensively employed in studies seeking to ascertain the elements influencing users' acceptance of new technology. The DeLone and McLean Information System Success Model (DL&ML model), the Theory of Reasoned Action (TRA), and the Innovation Diffusion Theory (IDT) are additional theories to the TAM [22], and the Unified Theory of Acceptance and Use of Technology (UTAUT) also employed in research the key factors that influence how people accept new technology. The UTAUT model [23] has four primary elements to predict whether a technology would be accepted: performance expectancy, social influence, effort expectancy, and facilitating conditions. Additionally, it was hypothesized that enabling circumstances would directly affect user behavior. In the original UTAUT2 model, consumer-focused constructs such as habit, hedonic motivation, and pricing value were included [24] to better reflect the natural tendencies of the target audience.

According to research, e-business platform adoption, such as social commerce, can offer substantial business value for SMEs and enhance their operational effectiveness [24]. Businesses can use business strategy for social commerce to enable and strengthen the execution of marketing, sales, customer service, and brand management activities. Social commerce has been effectively adopted in developing nations, including Saudi Arabia, Bangladesh, and Iran [19]. However, SMEs' adoption of social commerce has only been the subject of a few empirical studies, according to a thorough review of the literature. Given the widespread interest, it is critical to investigate this topic further [15], [19]. Therefore, the current study empirically investigated social commerce adoption by SMEs. The uniqueness of the research study was modeled using a combination of the Unified Theory of Technology Acceptance and Use (UTAUT) 2 model and several previous studies [12], [24], [25] to provide an integrated model. This research's primary goal was experimentally to examine how local SMEs in rural Indonesia introduce social commerce due to little empirical research has specifically examined how SMEs are embracing social commerce. The differentiation from earlier research is the application of Partial Least Square Structural Equation Model (PLS-SEM) and SmartPLS 4 software to model and examine the data. They were helpful in this study in assessing the target constructs because they could work effectively for complex models Independent of assumptions about distribution, (many constructs and indicators). While Looi [25] used Multiple Regression Analysis and SPSS, Molinillo et al [12] used structural equation modeling (SEM) and SPSS 16.0 and Venkatesh et al [24] used partial least squares (PLS) and Smart-PLS software.

II. Material and Method

Regarding relative relevance, "Relative advantage" suggests that SMEs in Brunei Darussalam considered a relative advantage a significant variable. E-commerce was widely accepted by businesses because they saw it as an innovative new opportunity with potential and advantages like economic profitability, time and effort savings, immediate return on investment, and cost-effectiveness [25]. Consumers who receive social support are more likely to respect and value others' concern for their well-being. Engagement with the social commerce website is emotionally and cognitively encouraged by this experience [12]. The outcomes of the research indicated that government assistance is crucial in promoting technology adoption. This outcome demonstrates how important the government was in encouraging Singapore to use IT [26]. Facilitation Conditions

are crucial to people who appreciate it since it addresses more complex infrastructure and support challenges [24].

Regarding individual users and how they accept using technology to access online services, the UTAUT2 paradigm is more pertinent. The UTAUT2 model connects numerous discoveries that social commerce, technological, and behavioral aspects have the greater explanatory capacity for predicting use behavior [9], such as the acceptance of mobile payment [27]–[30], m-commerce[31], metaverse [32], [33], travel tracking mobile application[34], mobile finTech service[35], health information application [36]–[38], and online mobile banking[39], [40].

The Unified Theory of Acceptance and Use of Technology (UTAUT) 2 gives an improved variation value (R^2) in behavioral intention (74%), and technology use/use behavior (52%) [24]. The other previous research specified certain countries, such as Looi [25] in Brunei Darussalam and Heng and Low [26] in Singapore. The concept of "relative advantage" was regarded by SMEs in Brunei Darussalam as a key motivator. E-commerce was widely accepted by businesses because they saw it as an innovative new opportunity with potential and advantages like economic profitability, time and effort savings, immediate return on investment, and cost-effectiveness [25]. According to the social support indicators, people seem to view support more emotionally than cognitively. Participants in social commerce may appear to be just concerned with making wise purchases, but they cherish other people's concerns and interest in them much more. Engagement with the social commerce website is encouraged by this sentiment, both emotionally and cognitively [12]. According to certain studies, government support is very important in driving technological adoption. For instance, a study on Internet usage indicated that government support was one of the key reasons for Singapore's Internet growth. This outcome supports the role that the government played in promoting IT adoption in Singapore [25]. The use was significantly impacted by both behavioral intention (BI) and facilitating conditions (FC) [24].

As a result, to specify the local uniqueness of social commerce in Indonesia, we aimed to investigate SMEs in a local village in Indonesia; prior studies together with the UTAUT2 model and [12], [24], [25] were adopted and customized with local needs. In Figure 1, the research model is illustrated. There are several hypotheses tested according to Figure 1:

- H1: Relative advantage positively impacts behavioral intention to use social commerce.
- H1a: Relative advantage positively impacts behavioral intention to use social commerce with age moderation.
- H1b: Relative advantage positively impacts behavioral intention to use social commerce with gender moderation.
- H1c: Relative advantage positively impacts behavioral intention to use social commerce with education level moderation.
- H1d: Relative advantage positively impacts behavioral intention to use social commerce with experience moderation.
- H2: Social support positively impacts behavioral intention to use social commerce.
- H2a: Social support positively impacts behavioral intention to use social commerce with age moderation.
- H2b: Social support positively impacts behavioral intention to use social commerce with gender moderation.
- H2c: Social support positively impacts behavioral intention to use social commerce with education level moderation.
- H2d: Social support positively impacts behavioral intention to use social commerce with experience moderation.
- H3: Facilitating conditions positively impact behavioral intention to use social commerce.
- H3a: Facilitating conditions positively impact behavioral intention to use social commerce with age moderation.
- H3b: Facilitating conditions positively impact behavioral intention to use social commerce with gender moderation.
- H3c: Facilitating conditions positively impact behavioral intention to use social commerce with education level moderation.
- H3d: Facilitating conditions positively impact behavioral intention to use social commerce with experience moderation.
- H4: Government support positively impacts behavioral intention to use social commerce.
- H4a: Government support positively impacts behavioral intention to use social commerce with age moderation.
- H4b: Government support positively impacts behavioral intention to use social commerce with gender moderation.
- H4c: Government support positively impacts behavioral intention to use social commerce with education-level moderation.
- H4d: Government support positively impacts behavioral intention to use social commerce with experience moderation.
- H5: Behavioral intention positively impacts the actual use of social commerce.
- H5a: Behavioral intention positively impacts the actual use of social commerce with experience moderation.

Unfortunately, the researchers were unable to evaluate the usage of all social commerce programs in Indonesia due to time and cost limitations. Therefore, to focus the study on an accessible population of social commerce applications for SMEs in Indonesia, we selected a random sample [41]from a village in Indramayu, West Java, Indonesia. Generally speaking, the golden rule is there should be 10 times as many samples as arrows are pointing at a certain construct,

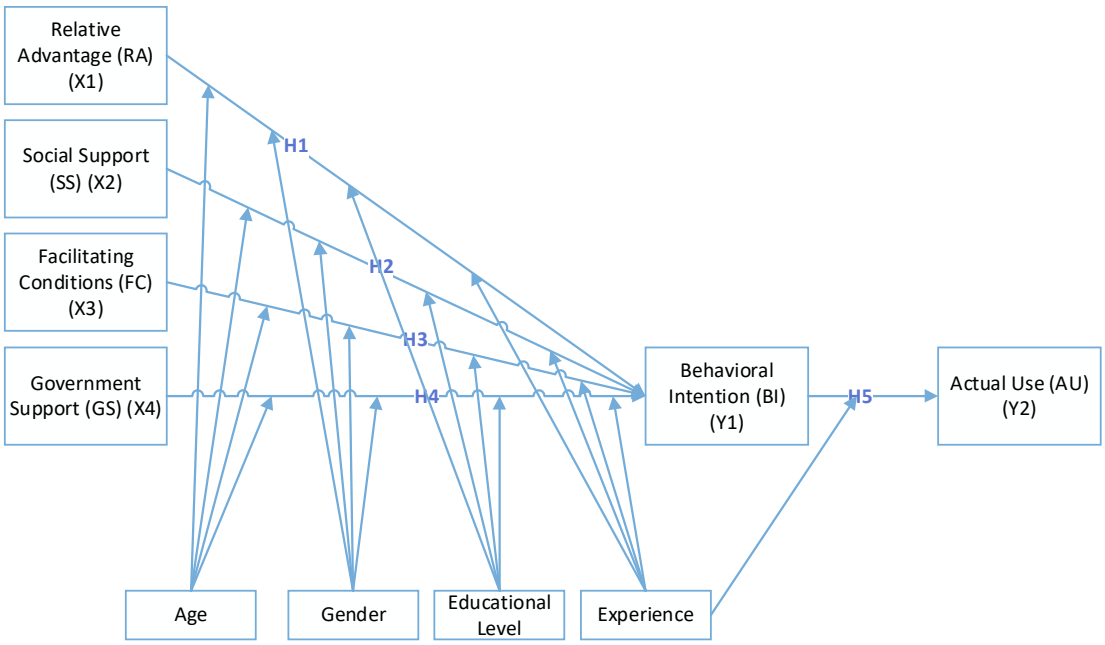

Fig. 1 The proposed Research Model [12], [24], [25]

whether they are serving as an endogenous construct structural pathway or as its formative indication [42]–[44]. Smaller sample sizes(<100) are acceptable in certain circumstances, but higher sample sizes(>100) are often preferred [43].

As in the study, a questionnaire was used as a tool for investigation. The survey was split into two sections, parts I and II. The questionnaire's first section asks about the respondents' personal information (gender, age, educational level, business type, and experience using social commerce). The second section of the survey asks questions about their acceptance rates and usage frequency for social commerce. This thesis was derived from earlier research [12], [24], [25]and has undergone a careful review for this study. A Likert-type scale with the choices "agree-disagree" and "never-very frequent" was used for each amended statement (see Appendix A). An initial pre-test (pilot test) was done to ensure the survey tool was accurate and reliable. SmartPLS 4 software and the Partial Least Square Structural Equation Model (PLS-SEM) were applied to handle and evaluate questionnaire data. Furthermore, they were helpful in this study in assessing the target constructs because they could work effectively for complex models Independent of assumptions about distribution, (many constructs and indicators).

III. Result and Discussion

This study was able to retrieve 114 samples from the accessible population. Table I depicts the 114 survey participants' demographic information. Respondents were split up by age, gender, educational level, business types, digital media or social commerce for business/trade, and experience using them.

The Partial Least Square Structural Equation Model (PLS-SEM) and SmartPLS 4 software were used to model and examine the data. In PLS-SEM, the structural model—also known as the inner model—illustrates the connection among latent variables or constructs. The measurement model, further regarded as the outer model in PLS-SEM, demonstrates the relationship between latent variables or constructs similar to their indicators [44].

TABLE I
Demographics of the Survey Respondents (N=114)

Demographic profile	Categories	Frequency	(%)
Age (in years)	< 30	30	26
	31 – 40	12	11
	41 – 50	18	16
	> 50	54	47
Gender	Male	30	26
	Female	84	84
Educational level	Elementary school	66	58
	Middle school	12	11
	High School	36	32
Business types	Culinary	60	53
	Creative product	36	32
	Salon	6	5
	Others	12	11
Digital media for business/trade	Facebook	36	32
	WhatsApp	42	37
	Instagram	4	4
	Others	32	28
Experience (in years)	< 1	54	47
	1 - 2	24	21
	> 2	36	32

Since the connection between the construct and its indicators in this study was mediated by these models, this study only evaluated reflective measurement approaches. This reflective measurement assessed models based on (1) construct reliability and validity and (2) discriminant validity which represent.

The Average Variance Extracted (AVE) results demonstrated construct validity and dependability. Average Variance Extracted (AVE) is the name of the construct-level convergent validity statistic. The indicator's squared loadings were added to create the AVE (squared loadings added together divided by the number of indicators). It is considered that the

item error variance is frequently higher than the variance ejected by the concept of the Average Variance Extracted (AVE) falls below 0.50 [44]. A summary of the construct reliability and validity is provided in Table II.

TABLE II
CONSTRUCT RELIABILITY AND VALIDITY

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
BI	0.779	0.782	0.872	0.694
FC	0.845	0.858	0.905	0.761
GS	0.887	0.892	0.930	0.816
RA	0.818	0.980	0.884	0.720
SS	0.826	0.839	0.896	0.744

Every indication complied with the AVE > 0.5 criteria, as shown in Table II. Nothing was eliminated because all indicators followed the fundamental principles of convergent validity standards. Based on the observed intercorrelations of indicator variables, a traditional internal consistency standard called Cronbach's alpha offerred precise, early estimations. Composite reliability was also utilized to fit PLS-SEM. If composite reliability and Cronbach's alpha are both above 0.70, two measures of internal consistency and dependability, the construct satisfies the requirements [44]. The composite reliability and Cronbach's alpha were both above 0.70, as demonstrated in Table II. It indicated that the architecture met the standards for reliability and internal consistency.

Discriminant validity is the measure of how much one construct deviates from another according to empirical norms. The construct's singularity is indicated by discriminant validity, which also captures occurrences not included in the model's other constructs. The heterotrait-monotrait ratio (HTMT) result was analyzed to evaluate the discriminant validity. The HTMT method was used as a result of [45] recent study, mentioned in [44]. Using cross-loadings and the Fornell-Larcker criterion, discriminant validity was evaluated. The study found that neither method could reliably find problems with discriminant validity. The HTMT approach determines genuine correlation on either side of the constructs when two constructs are adequately measured (truly reliable). Commonly, the real correlation is referred to as the disattenuated correlation. Insufficient discriminant validity is indicated when the disattenuated correlation on either side of the two constructs is around 1 [43]. The heterotrait-monotrait ratio (HTMT) result is shown in Table III. Table III demonstrates that the majority of hypotheses that meet the criterion for discriminant validity are those where the disattenuated correlation between components is less than 1.

TABLE III
HETEROTRAIT-MONOTRAIT RATIO (HTMT)

	Heterotrait-monotrait ratio (HTMT)
Age <-> AU	0.018
BI <-> AU	0.620
BI <-> Age	0.115
Education_level <-> AU	0.065
Education_level <-> Age	0.147
Education_level <-> BI	0.025
Experience <-> AU	0.121
Experience <-> Age	0.025
Experience <-> BI	0.073
Experience <-> Education_level	0.014
FC <-> AU	0.527
FC <-> Age	0.077
FC <-> BI	0.868
FC <-> Education_level	0.073
FC <-> Experience	0.163
GS <-> AU	0.552
GS <-> Age	0.027
GS <-> BI	0.891
GS <-> Education_level	0.026
GS <-> Experience	0.039
GS <-> FC	0.918
Gender <-> AU	0.000
Gender <-> Age	0.263
Gender <-> BI	0.110
Gender <-> Education_level	0.090
Gender <-> Experience	0.029
Gender <-> FC	0.141
Gender <-> GS	0.086
RA <-> AU	0.175
RA <-> Age	0.028
RA <-> BI	0.148
RA <-> Education_level	0.148
RA <-> Experience	0.060
RA <-> FC	0.145
RA <-> GS	0.218
RA <-> Gender	0.189
SS <-> AU	0.542
SS <-> Age	0.097
SS <-> BI	0.853
SS <-> Education_level	0.019
SS <-> Experience	0.040
SS <-> FC	0.989
SS <-> GS	0.912
SS <-> Gender	0.079
SS <-> RA	0.143

The structural model was evaluated by examining correlation and predictive ability on both sides of the constructs. The coefficient of determination of the structural model was used to evaluate, and its predictive capacity was calculated (R^2 Value or R-square). Considering that between the endogen construct and predicted values, the squared correlation or R^2 values were calculated.

TABLE IV
R-SQUARE

	R-square	R-square adjusted
AU	0.322	0.303
BI	0.681	0.595

R^2 values ranged from 0 to 1; larger values suggested higher predicting accuracy. Defining a set of general rules for acceptable R^2 values was challenging because they depended on the research topic and model complexity. When studying consumer behavior, for instance, an R^2 value of 0.20 was thought to be significant by the scientific community. In scientific marketing research, Weak, moderate, or significant endogenous latent variables depend on the value, R^2 could be 0.25, 0.50, or 0.75. [44]. Results from the Coefficient of Determination are shown in Table IV. (R^2 Value or R-square).

It was clear from the path coefficients how the independent and dependent variables were related. The range of standardized values of a path coefficient was -1 to +1. A significant positive relationship was indicated by path coefficients close to 1 (similarly with a negative value, the opposite is true). The model's original claim was then tested by comparing the questionnaire's results to the model's data. Hypotheses were tested utilizing t-values, p-values, or T Statistics generated by SmartPLS bootstrapping. Using a significance threshold of 0.10 and a P-value of 0.10 (= 10%), the link under consideration at the 10% level, was substantial [43]. As a result, the value of the hypothesis was accepted if p-values were below 0.10. The findings of the research hypothesis testing are displayed in Table V below.

TABLE V
RESULTS OF THE HYPOTHESIS TEST

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Significance (p < 0.10)?	
RA -> BI	0.045	0.049	0.152	0.298	0.383	H1:	no
Age x RA -> BI	0.147	0.137	0.094	1.571	0.060	H1a:	yes
Gender x RA -> BI	-0.025	0.004	0.176	0.140	0.445	H1b:	no
Educational Level x RA -> BI	-0.048	-0.047	0.088	0.543	0.294	H1c:	no
Experience x RA -> BI	0.078	0.073	0.089	0.877	0.191	H1d:	no
SS -> BI	0.679	0.673	0.292	2.327	0.011	H2:	yes
Age x SS -> BI	-0.134	-0.116	0.155	0.862	0.195	H2a:	no
Gender x SS -> BI	-0.762	-0.738	0.381	1.999	0.024	H2b:	yes
Educational Level x SS -> BI	-0.322	-0.314	0.172	1.871	0.032	H2c:	yes
Experience x SS -> BI	-0.098	-0.099	0.135	0.725	0.235	H2d:	no
FC -> BI	-0.339	-0.333	0.330	1.027	0.153	H3:	no
Age x FC -> BI	-0.002	0.002	0.143	0.011	0.496	H3a:	no
Gender x FC -> BI	0.775	0.772	0.408	1.898	0.030	H3b:	yes
Educational Level x FC -> BI	0.080	0.091	0.142	0.564	0.287	H3c:	no
Experience x FC -> BI	0.109	0.095	0.166	0.658	0.256	H3d:	no
GS -> BI	0.327	0.341	0.222	1.473	0.072	H4:	yes
Age x GS -> BI	0.057	0.036	0.124	0.461	0.323	H4a:	no
Gender x GS -> BI	0.151	0.112	0.281	0.538	0.296	H4b:	no
Educational Level x GS -> BI	0.130	0.122	0.140	0.928	0.178	H4c:	no
Experience x GS -> BI	0.072	0.072	0.134	0.533	0.298	H4d:	no
BI -> AU	0.577	0.593	0.075	7.713	0.000	H5:	yes
Experience x BI -> AU	-0.079	-0.067	0.098	0.804	0.212	H5a:	no

The relative advantage of social commerce does not influence behavioral intention to use social commerce. However, Relative advantage positively impacts behavioral intention to use social commerce with age moderation (H1a). The relative advantage measured how much adopting innovation was thought to offer organizational benefits larger than keeping things as they were. The degree to which an innovation was considered superior to "a competing or preceding idea" was defined as a relative advantage. This outcome is opposite to the earlier investigation [28]; SMEs in Brunei Darussalam believed that relative advantage was a significant motivation. E-commerce has widely been accepted by businesses because they see it as a novel opportunity with possibilities for economic profitability, time and labor savings, quick returns on investment, and cost-effectiveness.

The social support of social commerce positively influences behavioral intention to use social commerce (H2) and is moderated by gender (H2b) and educational level (H2c). In a social commerce community, participants share knowledge and suggestions that aid problem-solving and wise decision-making. Additionally, they discuss emotional topics like empathy and comprehension. As a result, following the social support hypothesis, they experience social support when they feel that other people in the community care about them and want to help them. In the previous study [12], trust in the community appeared to be less significant than in social support. This is because social support helps increase perceived self-efficacy, which gives customers more confidence in choosing products wisely. The average values of the social support variables in this study indicated that people tend to view support more emotionally than cognitively. This, in our opinion, is a worthwhile contribution to the literature. Participants in social commerce may appear to be just concerned with making wise purchases, but they cherish other people's concerns and interest in them much more. Engagement with the social commerce website is encouraged by this emotional and cognitive sentiment.

The facilitation conditions of social commerce do not affect behavioral intention to use social commerce. Facilitating conditions positively impact behavioral intention to use social commerce with gender moderation (H3b) Besides terms of facilitating conditions, it provides users with the necessary infrastructure and knowledge to use the system successfully. This outcome is in contrast with the research [46] demonstrating the influence of facilitation conditions on use behavior when accessing the performance appraisal information system. The experimental findings are a description of respondents' beliefs about how the allocation of resources available, such as personal computers and technological resources, such as assistance for available network communication infrastructure, educational requirements, and aid with challenges.

Support for social commerce by the government has a positive impact on consumer behavior and willingness to use it (H4). Government institutions play a significant role as both users and promoters of e-commerce techniques. Private sector e-commerce was boosted by the government's Internet use for tax filing, procurement, and other services. Government has a big part to play in the success of Internet businesses, especially when it comes to information and impartial advice, and support, helping businesses expand internationally, offering advice on international trade, promoting businesses abroad, and setting an example for how to use the telecommunications and e-commerce infrastructure efficiently. This result is consistent with some research conclusions, which claimed that government support was a major factor in encouraging technological adoption. According to a study on Internet usage, government support was one of the main causes of Singapore's Internet expansion. This outcome confirms the government's role in pressuring Singapore to adopt IT, according to [26], as cited in [25].

The actual use of social commerce is influenced positively by the behavioral intention to participate in it (H5). According to empirical studies, this outcome is accurate [46] and found that behavioral intention influences how people use performance assessment information systems positively. The assessment outcomes of this research described the behavior of the respondents in general who thought their actions impacted how the system was used. Users with plans to use the system are likelier to do so.

IV. Conclusion

Using the social commerce business model, brand management, marketing, sales, and customer support operations can be carried out more easily and effectively. The findings of this study indicate that all the hypotheses tested involved relative advantage and social support, facilitation conditions, and support for social commerce by the government have an impact on behavioral intention to utilize social commerce, represented by an 84% variance score. The actual use of social commerce is influenced by behavioral intention to utilize it, represented by a 64% variance score. The results of this study represented that relative advantage and social support, facilitation conditions, and support for social commerce by the government help social commerce be better adapted. First, it has been demonstrated that social support is a critical component of social commerce adoption. The likelihood that SMEs will collaborate on social commerce projects, spread positive eWOM, encourage visitors to stay longer on their sites, and be reused for trade and business is higher when they are more engaged. By enhancing SME facilities and government support, local government can promote SMEs' participation in social commerce. What this study's results revealed provides evidence in favor of the efforts made by policymakers to develop regulations to foster social commerce. This study implies that policymakers may need to provide stronger support for the adoption of social commerce to aid potential SMEs and entrepreneurs in the long run. Therefore, culture may need to be considered when establishing legislation to assist its adoption in supporting business.

The research that was chosen only covered a village in Indonesia. Therefore, this study undoubtedly has some limitations. Additionally, this study also mainly focuses on developing nations. There were just a few correlations among the variables that the hypotheses tested. The researcher can look at more connections for additional investigation. As an illustration, a lot of companies have recently used influencer services for marketing and electronic payments. It could be interesting to investigate how users' intentions to purchase products may be influenced by the influencer's level of trust. The study's focus will also be expanded to include SMEs, and the researcher aims to look at how the village uses digital payments.

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APPENDIX A

Section I. Personal Data and Level of Experience
Data of Respondents

1. Age (in years):
   ☐ 1. < 30
   ☐ 2. 31 – 40
   ☐ 3. 41 – 50
   ☐ 4. > 50
2. Gender:
   ☐ 1. Male
   ☐ 2. Female
3. Educational level:
   ☐ 1. Elementary school
   ☐ 2. Middle school
   ☐ 3. High school
4. Business type:
   ☐ 1. Culinary
   ☐ 2. Creative product
   ☐ 3. Salon
   ☐ 4. Others
5. Digital media for business:
   ☐ 1. Facebook
   ☐ 2. WhatsApp
   ☐ 3. Instagram
   ☐ 4. Others
6. Experience using the system (in years):
   ☐ 1. < 1
   ☐ 2. 1 – 2
   ☐ 3. > 2

Section II. Level of Acceptance and Frequency of Use
Note: Measurement scales ranged from "Strongly Disagree" to "Agree", 1–5 scale.

Relative Advantage [RA] [25]
RA1. Doing business using social commerce can benefit our firm in a variety of ways.
RA2. Utilizing a social commerce account facilitates global advertising for our services and goods (in the worldwide market) (on a global scale)
RA2. Having a social commerce account facilitates global advertising for our services and goods (in the worldwide market)
RA3. Social commerce, by giving customers the quickest and most up-to-date knowledge regarding our goods and services, helps us to give better client services.

Social Support [SS] [12]
SS1. When I was having trouble with social commerce, some users on my preferred social commerce website showed interest and concern for my condition.
SS2. When I wanted advice, certain users on my social commerce site would provide it.
SS3. On my preferred social commerce site, certain users would provide me with information to help me solve my problems with social commerce.

Facilitating Conditions [FC] [24]
FC1. I possess the tools required for using social commerce, such as an internet connection.
FC2. I am knowledgeable enough to utilize social commerce.
FC3. I may combine social commerce with other tools I utilize.

Government Support [GS] [25]
GS1. The local government assists small enterprises in using social commerce in various ways.
GS2. The local government frequently educates us about the benefits of online business and e-commerce.
GS3. Local government assistance is crucial to promoting our increased Internet usage for commercial purposes.

Behavioral Intention [BI] [24]
BI1. In the future, I want to keep utilizing social commerce.
BI2: I'll make an effort to include social commerce in my everyday life.
BI3. I intend to use social commerce regularly future ahead.

Actual Use [AC] [24]
Kindly pick your preferred level of social commerce usage.
On a scale of 1 to 5, the frequency was indicated as "Never" through "Very Frequent."