Social Commerce dan E-CRM sebagai pendorong Minat Beli produk pada UMKM

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Abstrak

Penelitian ini bertujuan untuk menginvestigasi pengaruh social commerce terhadap niat pembelian (*purchase intention*) produk Usaha Mikro, Kecil, dan Menengah (UMKM) melalui penggunaan Electronic Customer Relationship Management (e-CRM). Fenomena social commerce, yang merupakan integrasi dari media sosial dan e-commerce, telah menjadi tren yang signifikan dalam konteks pemasaran digital. Seiring dengan itu, UMKM di Indonesia semakin mengadopsi strategi pemasaran ini untuk meningkatkan penetrasi pasar dan meningkatkan penjualan produk mereka. Metode penelitian ini menggunakan pendekatan kuantitatif dengan survei online sebagai instrumen pengumpulan data. Sampel penelitian terdiri dari konsumen aktif dengan 150 sample yang terlibat dalam pembelian produk UMKM melalui platform social commerce di Kota Bandung. Analisis data dilakukan dengan menggunakan SEM-PLS untuk menguji hubungan antara variabel independen (social commerce) dan variabel dependen (purchase intention), dengan e-CRM sebagai mediator. Hasil dari penelitian ini diharapkan dapat memberikan pemahaman yang lebih baik tentang bagaimana social commerce memengaruhi niat pembelian konsumen terhadap produk UMKM, serta peran penting e-CRM dalam meningkatkan interaksi antara pelanggan dan merek UMKM. Implikasi praktis dari penelitian ini adalah memberikan panduan kepada pemilik UMKM untuk mengoptimalkan strategi pemasaran mereka melalui platform social commerce dengan memanfaatkan e-CRM sebagai alat untuk memperkuat hubungan dengan pelanggan dan meningkatkan niat pembelian mereka.

Kata Kunci: *Social Commerce, E-CRM, Purchase Intention, UMKM*

Abstract

This research aims to investigate the influence of social commerce on purchase intention for Micro, Small and Medium Enterprises (MSMEs) products through the use of Electronic Customer Relationship Management (e-CRM). The social commerce phenomenon, which is the integration of social media and e-commerce, has become a significant trend in the context of digital marketing. Along with this, MSMEs in Indonesia are increasingly adopting this marketing strategy to increase market penetration and increase sales of their products. This research method uses a quantitative approach with an online survey as a data collection instrument. The research sample consisted of active consumers with 150 samples who were involved in purchasing MSME products through social commerce platforms in the city of Bandung. Data analysis was carried out using SEM-PLS to test the relationship between the independent variable (social commerce) and the dependent variable (purchase intention), with e-CRM as a mediator. It is hoped that the results of this research will provide a better understanding of how social commerce influences consumer purchase intentions for MSME products, as well as the important role of e-CRM in increasing interactions between customers and MSME brands. The practical implication of this research is to provide guidance to MSME owners to optimize their marketing strategies through social commerce platforms by utilizing e-CRM as a tool to strengthen relationships with customers and increase their purchasing intentions.

Keywords: *Social Commerce, E-CRM, Purchase Intention, SMEs Business*

PENDAHULUAN

Micro, Small, and Medium-Sized Enterprises (MSMEs) are prevalent in Indonesia. The Ministry of Cooperatives and SMEs has provided data indicating that as of 2022, there were 64.47 million MSMEs in the country; this represents 99.99% of all businesses; the remaining 5.637 companies, or 0.01%, are large-scale businesses. In addition, the high number of MSMEs in Indonesia indicates that MSMEs are a key component of the country's economy. The Ministry of Cooperatives and SMEs has also provided evidence that MSMEs' operations contribute significantly to the country's GDP, which stands at 8.9 trillion rupiah (61.9%). Drawing from documents held by Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) and West Java Investment, respectively,

Despite the huge number of MSME players, there are still a lot of issues that need to be resolved. These issues include the three primary challenges that MSMEs face: marketing, capital, and human resources (HR) (Amani et al., 2022). Additionally, MSMEs are currently facing the difficulty of transforming into digital businesses. According to Sabrina and Rahmi (2019), social media may be used to promote businesses and foster business development. This can raise customer interest in making purchases on social media, which will boost sales volume (Budi et al., 2020).

Additionally, MSME owners must focus on the key elements that customers value most when they purchase online: relationships with customers. As a result, MSME owners must be able to cultivate strong client relationships in order to comprehend the aspirations and objectives of their clients (Crosby et al., 1990). Interest in purchasing can increase. (Amani and others, 2022) Businesses can engage with customers more quickly and access a larger market by using social media marketing, among other advantages (Laksamana, 2020). Online shoppers can purchase with ease thanks to social media (Ramadhan et al., 2019). In addition, social media marketing fosters consumer trust and piques their interest in using social media as a shopping platform by allowing users to assess the degree of trust that online sellers have earned through user reviews (Kotler, 2014). This is because trust is the most crucial element. The most popular social media platforms used by MSMEs for their marketing strategies are typically Instagram, Facebook, and Tiktok (Hootsuite, 2022) because these platforms offer an entertainment, interaction, trendiness, and e-WOM perspective. This is important to keep in mind when conducting online transactions (Broutsu & Fitsilis, 2012). As of Khan (2018)

The digital revolution has brought about pretty significant changes to many aspects of life. Digital technology improvements have brought about positive changes in several corporate sectors, opened up new spaces for social engagement and relationships, and provided possibility for more equitable economic reform. In the modern business environment, e-commerce is the most important component. Social networking sites have been more and more successful at marketing products and services through pertinent and widely shared content as e-commerce has expanded. By enticing users to register, interact with new users, and join the online community, social networking sites have the capability to empower their users (Liu, 2019). Social commerce is an electronic commerce concept that integrates social media elements into the online buying and selling process (Hajli et al., 2019). In social commerce, buying and selling transactions are carried out through social media platforms or using social features such as product ratings and reviews, recommendations from friends, and sharing experiences (Liao et al., 2021) In Indonesia, social commerce has become a significant trend, especially with the large growth in social media use (Handharko, 2021) Social media platforms offer easy and affordable access for MSMEs to market their products to a wider audience (Hajli, 2020) By using platforms such as Instagram, Facebook, or WhatsApp, MSMEs can quickly create an online presence and interact directly with potential consumers (Fakhreldin et al., 2023)

Through the effort of social media marketers to present engaging product information, potential customers are drawn to the platform and are encouraged to make purchases. This is the goal of social media marketing. According to Mao et al. (2014), there

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are various forms of social media, one of which is photo-sharing, which is widely used (Erlangga, 2021). Instagram and Facebook are the most extensively utilized photo-sharing platforms (Amani et al., 2022); MSME actors frequently use these two apps to promote their goods. In order to increase trust and, ultimately, consumer buying interest, MSME actors frequently use Facebook to market their products (Amani et al., 2023) while Instagram is popular among MSME business actors due to its high popularity, filter feature that makes it simple to display photos online professionally, ability to reach the

Companies are expected to be able to grow strong relationships with their customers and maintain good relationships with customers as long as possible, trust which refers to trust in online traders (Cheshire et al., 2010) and intimacy which refers to chemistry with online traders (Kamal et al., 2010). al., 2019) is the main indicator in building customer relationships (Kim & Ko. 2012). It is possible that consumers have a strong intimacy with brands, products and companies, which can give rise to perceptions of trust (Elliot & Yannopoulou, 2007). so the revolution in customer relationship management (CRM) has been called the new "mantra" of marketing (Winer, 2003)

In online transactions, companies will connect with customers without meeting face to face, therefore customers cannot see the product in real life, therefore trust is really needed in online customer relationships (Kim & Ko, 2012) Trust is the consumer's belief regarding the intentions and seller behavior (Ramadhan et al., 2019) social media marketing only takes the form of images, videos or descriptions, but if the lack of trust makes customers reluctant to shop online, several previous studies define trust as an individual's confidence in trusting a platform (Ratnasingnam, 2012)

The final stage of shopping on social media (online) after choosing an online shopping alternative is buying interest, as stated by Kotler (2008), buying interest is a feeling (desire) that arises from a person due to the product he sees, buying interest allows consumers to make purchases (Kim & Ko 2012). Purchase intention can also be interpreted as a consumer's future purchase plans with desire as an indicator (Liat & Wuan. 2014). Many studies have used purchase interest to estimate a brand's future profits. Understanding customer purchasing behavior is very important for companies to attract and retain customers (Ko et al., 2012) in an online shopping perspective. According to Aiello et al (2002) purchasing interest is defined as a phenomenon when a prospective customer feels willing and has an interest in being involved in a transaction. on line. Online transactions can be considered as an activity in which the process of searching for information, transferring information, and purchasing products occurs (Thamizhvanan & Xavier, 2013). Online purchasing intention is measured from recommendations to make purchases, and providing testimonials to sellers (Elwalda et al., 2016) and online purchasing intention can be seen from the customer's willingness to shop online in the future (Qallati, 2013). Based on the framework of thought that has been described in this research, the proposed research paradigm that will be used is

METODE PENELITIAN

This research adopts the Structural Equation Modeling Partial Least Squares (SEM-PLS) method to analyze the relationships between variables proposed in the research conceptual framework. The SEM-PLS method was chosen due to its ability to handle complex models and facilitate hypothesis testing with a relatively small sample. Additionally, this study also conducts the Sobel Test to evaluate the significance of the mediation effect of variables in the model. The Sobel Test is used to examine how strong the mediator effect is in explaining the relationship between the independent and dependent variables. The Sobel Test provides a way to measure how strong the mediation effect is in explaining the relationship between the independent and dependent variables (Walters, 2019) This is important to determine whether the mediating variable significantly influences the relationship between the independent and dependent variables (Abu-Bader &Jones, 2021)

Furthermore, this research also utilizes the Variance Accounted For (VAF) test to measure how much variance of the dependent variable can be explained by the independent variables in the proposed model (Hair et al., 2014) The research sample consists of 150 respondents aged between 20 to 50 years old from the city of Bandung. The age range of respondents was chosen to obtain diversity in demographic characteristics and to represent various age groups relevant to the research topic in the city. By employing a combination of appropriate statistical analysis methods and a representative sample, this research is expected to provide a deeper understanding of the relationships between the studied variables and their implications in the context of the population under study, which is the community of Bandung city within the age range of 20-50 years old.The sampling approach employed is probability sampling, which gives the entire population the opportunity to become a sample. The sample in this study is Bandung city inhabitants aged between 18-25 years who transact through social media, with a minimum sample size of 150 respondents and a determination of 5-10 times the number of indicators (Hair et al., 2010). In this work, data processing techniques used SEM-PLS to undertake validity testing (convergent validity and discriminant validity), reliability testing (composite reliability and Cronbach alpha), and hypothesis testing.

This research follows the study conducted by Hajli in 2018, focusing on the domain of social commerce. The platforms examined in this research include Instagram and Facebook. Social commerce, as investigated in this study, delves into the integration of social media platforms, particularly Instagram and Facebook, into the realm of e-commerce. The exploration aims to comprehend the dynamics, mechanisms, and implications of utilizing these platforms for commercial activities, emphasizing their role in facilitating online transactions, engaging with customers, and fostering relationships between businesses and consumers. Building upon the foundations laid by Hajli's research in 2018, this study seeks to expand upon the understanding of social commerce within the context of Instagram and Facebook, examining their unique functionalities, impact on consumer behavior, and potential for enhancing business performance in the digital marketplace.

Tabel 1. Research Paradigm
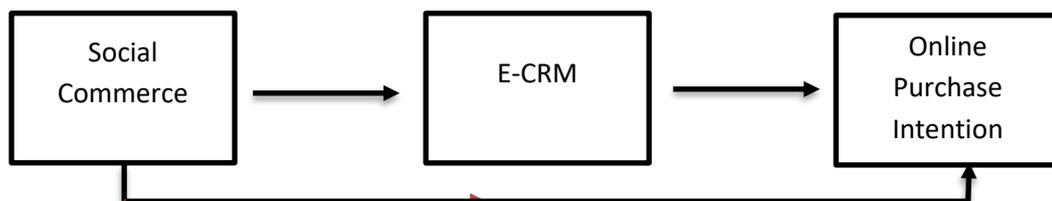
Source: Based on Research

HASIL DAN PEMBAHASAN

Partial Least Squares (PLS) generates two sorts of models: measurement models and structural models. The measurement model indicates how much of each indicator variable's (question's) variance may be explained by the latent variables. The measuring model will reveal which questions are more prominent in producing latent variables. After describing the measurement model for each latent variable, a structural model will be presented that investigates the impact of each independent latent variable (exogenous latent variable) on the dependent latent variable (endogenous latent variable). Below is the full model path formed using the Partial Least Square estimation method with the PLS algorithm which can be seen in Figure 2
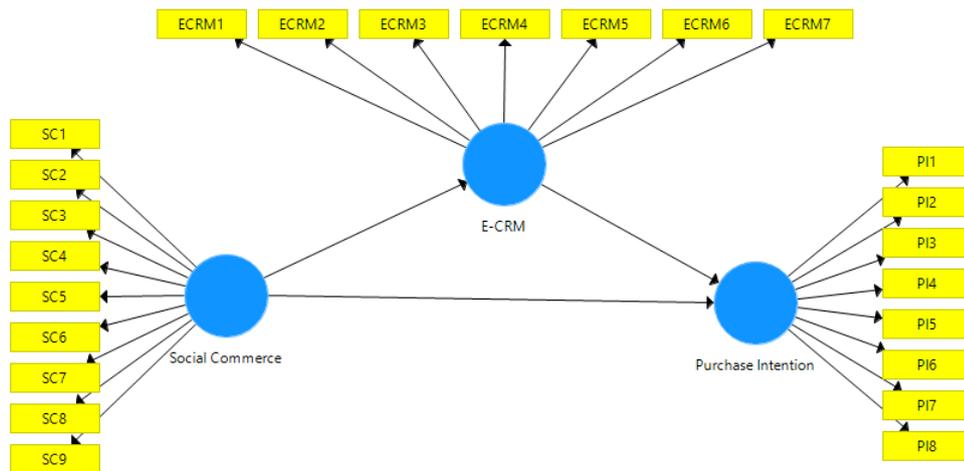
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Figure 2. Partial Least Square Path Coeffecient

The outer model is a measuring model made up of indicator variables and routes that link them to latent variables. This study comprises three latent variables and a total of twenty indicator variables. The Social Commerce latent variable has nine indicator variables, E-CRM has seven, and Purchase Intention has eight. There are two criteria for applying data analysis techniques with SmartPLS to evaluate the outer model of reflective constructs: convergent validity and composite reliability. Convergent validity evaluates the size of the correlation between the construct and the latent variable; a correlation is said to be valid if its value is greater than 0.7. Indicator variables with loading factor values less than 0.70 are dropped from the model. If the validity measurement with outside loading is successful, more testing can be performed. The following table shows the outer loading value obtained from the PLS algorithm's processing of each indicator variable in measuring each construct.

Tabel 2. Outer Loading

Construct	*Social Commerce*
SCC1	**0.721**
SCC2	**0.766**
SCC3	**0.709**
SCC4	**0.812**
SCC5	**0.789**
SCC6	**0.732**
SCC7	**0.788**
SCC8	**0.771**
SCC9	**0.709**
ECRM1	**0.727**
ECRM2	**0.775**
ECRM3	**0.880**
ECRM4	**0.812**
ECRM5	**0.804**
ECRM6	**0.799**
ECRM7	**0.780**
PI1	**0.771**
PI2	**0.809**
PI3	**0.719**
PI4	**0.780**
PI5	**0.711**
PI6	**0.730**
PI7	**0.761**
PI8	**0.767**

Source: Processing Data by SmartPLS 3.0, 2023

According to Table 2 above, there are no loading factor values less than 0.70, indicating that all indicator variables in this study meet the requirements for loading factor values and can be used in research. Discriminant Validity is a test carried out on each indicator of each variable to see the cross loading value. The condition for an indicator to be said to be valid is when the cross loading value is higher than other indicators of other variables in the same model. The following are the results of the Discriminant Validity test which can be seen in the table below

Table 3. Cross Loading

Indicator	Sosial Commerce Construct	Social Support	Social Commerce Intention
SCC1	**0.731**	0.625	0.699
SCC2	**0.776**	0.625	0.624
SCC3	**0.765**	0.548	0.632
SCC4	**0.813**	0.547	0.647
SCC5	**0.745**	0.562	0.625
SCC6	**0.712**	0.521	0.698
SCC7	**0.709**	0.452	0.700
SCC8	**0.748**	0.632	0.658
SCC9	**0.751**	0.69	0.654
ECRM1	0.641	**0.776**	0.714
ECRM2	0.625	**0.744**	0.695
ECRM3	0.622	**0.750**	0.632
ECRM4	0.633	**0.776**	0.541
ECRM5	0.658	**0.713**	0.599
ECRM6	0.625	**0.748**	0.655
ECRM7	0.641	**0.775**	0.700
PI1	0.525	0.691	**0.787**
PI2	0.596	0.637	**0.805**
PI3	0.571	0.628	**0.729**
PI4	0.671	0.634	**0.775**
PI6	0.632	0.698	**0.813**
PI7	0.658	0.625	**0.745**
PI8	0.619	0.632	**0.712**
PI9	0.628	0.537	**0.709**
	Variabel	**(AVE)**	**Nilai Kritis**
	Social Commerce	**0.554**	**0.5**
	E-CRM	**0.512**	
	Purchase Intention	**0.591**	

Source: Processing Data by SmartPLS 3.0, 2023

According to the results in Table 3, the cross loading value for each indicator in the variable meets the Discriminant Validity criterion, meaning that it is greater than the cross loading value of indicators from other variables. In addition to cross loading, the Average Variance Extracted (AVE) demonstrates convergent validity. When AVE exceeds 0.5, it is considered legitimate. The next measurement of convergent validity is construct reliability testing. There are two measurements in construct reliability testing, namely composite reliability and Cronbach alpha. The construct reliability value varies in the interval from 0 to 1, with the condition that the construct is declared reliable if the composite reliability and Cronbach alpha values are greater than 0.7. The following reliability test results are presented in the table below.

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Table 4. *Composite Reliability* dan *Cronbach Alpha*

Variable	Cronbach's Alpha	Composite Reliability	Cr Value	
Purchase Intention	0.844	0.881	0.7	Reliable
E-CRM	0.810	0.853		Reliable
Sosial Commerce	0.895	0.890		Reliable

Source: Processing Data by SmartPLS 3.0, 2023

The table above shows the results of construct reliability testing for the three variables with values above the critical value or 0.7, making all constructs in this research usable. A structural model is a model that connects exogenous latent variables with endogenous latent variables or the relationship of endogenous variables with other endogenous variables. Here is a summary of the values used in the structural model:

R-Square

The R-Square or R2 value for the dependent construct indicates the magnitude of influence/accuracy of the independent construct in influencing the dependent construct. The table below shows the R2 value in this research.

Tabel 5. *Path Coefficient* dan *R-Square*

Jalur	R Square
Social Commerce → E-CRM	0.621
Social Commerce, E-CRM → *Purchase Intention*	0.703

Source: Processing Data by SmartPLS 3.0, 2023

Table 5 shows the R2 value in the Social Commerce Construct model for Social Support of 0.545 which can be categorized as "adequate". Apart from that, the amount of influence that Social Commerce Construct and Social Support has on Social Commerce Intention is 0.758 which can be categorized as "high". This shows that the model produced is good.

Q-Square Predictive Relevance

The Q-square or Q2 value is another test used to determine the inner model, which is derived by using the second R-Square value. Q-square predictive relevance is used to assess how well the model produces observation values; a Q-Square value greater than zero indicates that the model has excellent predictive relevance (Ghazali, 2014:45). Nilai Q2 dengan rumus as follows

$$Q^2 = 1 - ((1 - R_1^2) \times (1 - R_2^2))$$
$$Q^2 = 1 - ((1 - 0{,}621) \times (1 - 0{,}703))$$
$$Q^2 = 0{,}1125$$

Based on the computation findings, the Q2 value is 0.1125, which is greater than 0. As a result, it is possible to conclude that the model has excellent predictive relevance or that the independent variable predicts the dependent variable well.

The following results were obtained:

$$t = \frac{ab}{sab}$$
$$t = \frac{0{,}192 \times 0{,}204}{0.0204} = 1.92$$

The Sobel t test value was 1.468, and the estimated t > t table (1.92 > 1.285) indicates that there is an indirect relationship between Social Commerce and Purchase Intention. Furthermore, Variance Accounted For (VAF) can be used to determine whether social

support can operate as a mediator in this study. According to Hair et al. (2010), social support can mediate if the VAF value is from 20% to 80%. However, if the VAF value is less than 20%, social support cannot mediate. The Variance Accounted For (VAF) can be expressed as follows:

$$VAF = \frac{Direct\ Effect}{Direct\ Effect + Indirect\ Effect}$$

The following results were obtained:

$$VAF = \frac{0{,}711\ x\ 0{,}289}{(0{,}711\ x\ 0{,}289) + 0{,}651} = 0{,}2398\ (23{,}98\ \%)$$

The VAF calculation of the application of Social Support as a mediating variable for the link between Social Commerce Constructs and Purchase Intention yielded a value of 0.298, or 23.98%, demonstrating that Social Support has an effect as a mediator. Hypothesis testing is carried out to prove the truth of a hypothesis that has been made in research.

HypothesisTesting was carried out using statistical tests where in this study testing was carried out using the t test. Visually, the path diagram for hypothesis testing can be seen in the following image. After bootstrapping, the t test results were obtained on the path diagram to prove the research hypothesis. The hypothesis will be rejected when the t value of the structural equation has a value > 1.65 or a significant value < 0.05. The hypothesis testing carried out can be seen in the following details.

Table 6. Hypothesis Testing

Path	Path Coeffecient	T Statistics	T.Table	Sig.	Ket.
Sosial Commerce -> E-CRM	0.718	19.908	1.65	**0.000**	H_0 Rejected
E-CRM -> Purchase Intention	0.294	4.098	1.65	**0.000**	H_0 Rejected
Sosial Commerce-> Purchase Intention	0.677	13.228	1.65	**0.000**	H_0 Rejected
E-CRM -> Social Purchase Intention	0.347	5.345	1.652	0.000	H_0 Rejected

Source: Processing Data by SmartPLS 3.0, 2023

The first hypothesis in this research is to test the influence of Social Commerce on E-CRM. The results of the t test calculation showed that the value t = 19,908 > t table = 1.65 and the significant value = 0.000 < 0.05 so that H0 was rejected or showed that Social Commerce Construct had a significant influence on E-CRM. A path coefficient that has a positive value shows that the influence of Social Commerce on E-CRM is positive or directly proportional, which means that the higher the Social Commerce value, the E-CRM value will increase.

The second hypothesis test is that E-CRM has a significant effect on Purchase Intention with the tcount value obtained at 4,098 which is greater than the ttable of 1.65 and the significant value = 0.00 < 0.05 so that H0 is rejected which means E-CRM has a significant effect on Purchase Intention . The path coefficient value obtained is positive, which shows that Social Support has a positive effect on Social Commerce Intention, meaning that the higher the Social Support, the higher the impact on Social Commerce Intention.

The third hypothesis in this research is that Social Commerce has a significant effect on Purchase Intention with a value of tcount = 13,228> ttable = 1.65 and a significant value = 0.00 < 0.05 which shows that H0¬ is rejected which means Social Commerce has a significant effect on Purchase Intention . The path coefficient obtained is positive, indicating that Social Commerce has a positive effect on Purchase Intention or that the better Social Commerce is, the higher the impact on Purchase Intention in Bandung City.

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Indirect influence of Social Commerce on Purchase Intention with E-CRM as a mediating variable. Based on the table above, the value obtained is tcount = 5,345 > ttable = 1.65 and the significant value is 0.00 < 0.05, which means there is an indirect influence between Social Commerce and Purchase Intention via E-CRM. Furthermore, channel efficiency with a positive value shows that there is a positive influence, which means that the better the Social Commerce and E-CRM, the Purchasing Intention will also increase.

KESIMPULAN

In the conclusion of this research, it can be concluded that there is a positive and significant influence between social commerce on purchase intention. This shows that the practice of using social platforms in electronic commerce activities positively influences consumer purchasing intentions. Furthermore, the E-CRM variable is also proven to act as a mediator in the relationship between social commerce and purchase intention. That is, electronic customer relationship management practices facilitate the influence of social commerce on consumer purchasing intentions.

These findings support the importance of integrating social commerce and E-CRM strategies in increasing customer engagement and strengthening their purchasing decisions. By leveraging social platforms and effective customer relationship management practices, companies can expand their market share, increase customer loyalty, and achieve competitive advantage in an increasingly digital business environment. Therefore, the recommendation for business practitioners is to pay more attention to social commerce strategies and investment in E-CRM development. In doing so, they can maximize the potential of social platforms as a means of driving purchases and strengthening long-term relationships with customers. Future research could consider expanding the research context to different geographic areas or markets. This will help in gaining a more holistic understanding of the influence of social commerce and E-CRM on purchase intention in various contexts.

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