



## The Effects of Consumer Trust and Satisfaction on Consumer Social Commerce Adoption in Rural Areas

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### ABSTRAK

Studi ini menyelidiki niat beli konsumen dalam perdagangan media sosial, khususnya dalam bisnis fashion media sosial di daerah pedesaan. Bahwa dengan keterbatasan dan tantangan geografis, konsumen daerah terpencil mengalami biaya pengiriman yang lebih mahal, dan ketidakpastian pengiriman barang yang lebih tinggi. Adopsi konsumen dari perdagangan media sosial untuk pembelian online mungkin melibatkan tingkat kepercayaan yang lebih tinggi dibandingkan dengan daerah perkotaan dengan infrastruktur logistik yang lebih baik. Setelah data valid terkumpul dari 122 responden di Papua, dilakukan analisis untuk mengetahui reliabilitas keseluruhan, validitas diskriminan, analisis model struktural, koefisien jalur dan t-statistik, dan Analisis Matriks Importance-Performance dengan metode PLS-SEM. Kepercayaan konsumen signifikan dalam konteks adopsi media sosial konsumen di Papua, diikuti oleh kepuasan konsumen, keduanya secara positif mempengaruhi persepsi kemudahan penggunaan dan kegunaan yang dirasakan. Hasilnya menunjukkan bahwa kepercayaan dan kepuasan konsumen di daerah pedesaan merupakan faktor penting yang mempengaruhi adopsi konsumen terhadap perdagangan media sosial dan harus diperluas untuk mempertahankan daya saing perusahaan dalam jangka panjang.

### ABSTRACT

*This study investigates consumer purchase intention in social media commerce, particularly within the social media fashion business in rural area. That with limitation and geographical challenge, isolated rural area consumer experience more expensive shipment cost, and higher uncertainty of goods delivery. Consumer adoption of social media commerce for online purchase might involve higher trust level compare to cities area with better logistic infrastructure. Following the collection of valid data from 122 respondents in Papua, an analysis was done to determine its overall reliability, discriminant validity, structural model analysis, path coefficients and t-statistics, and Importance-Performance Matrix Analysis with PLS-SEM method. Consumer trust is significant in the context of consumer social media adoption in Papua, followed by consumer satisfaction, both of which positively influence perceived ease of use and perceived usefulness. The outcome demonstrates that consumers' trust and satisfaction in rural area are importance factors that affect consumer adoption of social media commerce and should be broadened in order to maintain the firm competitiveness for long terms.*



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## PENDAHULUAN

The birth of social media as a mechanism for interpersonal connections and reconnections has had a profound impact on the lifestyles of people around the world. The widespread use of social media as an online technology tool to support business activities is one of the most significant indicators of digital transformation in modern marketing practices. Due to the increase in social media users during the pandemic, many businesses primarily promote their products on social media platforms like Instagram, Tiktok, and Facebook (Almazrouei et al., 2021). In tandem with the increase in the use of social media for business purposes, government policies mandating social and physical distance during pandemics also increased. Government regulations mandating home-based employment have influenced market transactions (Alameeri et al., 2021). People in certain areas of the city have modified their market transactions to satisfy their fundamental online needs. To keep businesses afloat, individuals must switch from offline stores to online purchases (Kim et al., 2020; Mulyantina, 2019).

Although social media commerce has been studied many times in fashion industry from perspective of image congruity (Park et al., 2019), millennial consumers (DePhillips & Son, 2017), personal brand orientation (Yansen, E., Widjaja, A. W., & Bernato, 2021), it is still limited investigation of rural consumer behavior on social commerce.

People in the eastern region of Indonesia, particularly in Papua, have begun to use social media for both communication and the sale of goods and services. The increasing Internet connectivity in Papua over the years enables people from other cities to order or send products. According to *Badan Pusat Statistik (BPS)*, the number of internet users in Papua grew by 21.70 percent between 2017 and 2019. Even though Papua lagged behind other cities, the significant gap has a positive effect on Papua's residents. In Papua, the phenomenon of social media commerce also exists. Modern users, including those from Papua, favor online shopping due to the convenience, speed, and accuracy of the information and the results of shopping on reputable platforms. Instagram, like other social media platforms, assists microentrepreneurs in acquiring new customers, collaborating, raising awareness, attracting attention, and reducing marketing expenses (Khasawneh, 2017). Previously, social media accounts of businesses selling online via Instagram that received positive feedback from customers in Papua could be viewed through their testimonials, which demonstrated that people are satisfied with the products and have confidence in the seller, as evidenced by their purchases (Alghamdi, E. A. & Bogari, 2020). Due to the difficulty of transportation in Papua, it is difficult for some Papuan residents of small cities to shop online (Kumar et al., 2012). As a result, online shopping is uncommon in Papua. The government has constructed an airport that will serve as the distribution hub for logistics in Yahukimo district, particularly for residents of Pegunungan Bintang, Lembah Baliem, and neighboring areas, as all logistics will arrive there and be distributed to other districts. However, some individuals typically ask their relatives or friends to deliver their orders when they travel to their cities due to the risk involved in online purchase (Strang, 2019).

Trust is a complex structure that influences interpersonal, group, and organizational relationships (Fulmer & Dirks, 2018). People's confidence that a company or partner they are interacting with possesses honesty, credibility, and altruism that will benefit both parties is one definition of trust (Zafar et al., 2021). Trust in the social media commerce environment has been shown to influence consumer intent to use social media (Hajli, 2013). In situations where individuals are unfamiliar with one another, a high level of trust facilitates the exchange of information. In the context of this study, people who live in small towns or villages and order products online must wait days, weeks, or even months for the goods to arrive before they can receive them. In some instances, sellers may be required to issue a refund if they fail to deliver the ordered goods. As a result, the integrity and credibility of the sellers in Papua have an impact on the level of consumer confidence in the region. Consumer satisfaction is a central concept in marketing theory and practice (Aimee, 2019). Customer satisfaction is people's personal evaluation and perception of their experience with specific businesses, in which a determination was made as to whether or not the businesses exceeded consumers' expectations (Siagian, 2019). Consumer satisfaction is consumer delight towards businesses resulting from the fulfillment of their needs by the products and services offered by businesses.

The Technology Acceptance Model (TAM), which this study adapted as the Social Media Adoption Model, has demonstrated pioneering research within the innovation adoption research domain (Koul & Eydgahi, 2017). TAM is the most prevalent model for determining the factors that contribute to technology acceptance (Susanti, E., & Astuti, 2019). When users are introduced to a new shopping pattern, a number of factors can influence how they choose to use the platforms (Ardiansyah & Sarwoko, 2020). According to the Social Media Adoption Model (TAM) in Papua, adults and adolescents are familiar with social media (Nugraheni et al., 2020). Some individuals have utilized social media as a means of communication to join a community and forge connections between individuals. People in Papua use Instagram because this social media is simple to use; similarly, to Instagram, this social media is simple to use beyond the sharing of photos and videos. On these platforms, individuals are able to interact. In addition, as the number of Internet users continues to increase and more businesses decide to sell their products online, new TAM are introduced into society, particularly in rural area like Papua (Salim & Hanif, 2021; Liu et al., 2022).

The result of previous study by Daud, A., Farida, N., Andriansah, A., & Razak, n.d. both trust and satisfaction have positive effects on Perceived Ease of Use (PEU) and Perceived Usefulness (PU).

According to an empirical analysis Chen & Wang (2016) based on a sample of 449 users with online shopping experience, consumer trust in e-commerce has a significant positive impact on trust in social commerce and relative profitability. Perceived relative advantage and demonstrable results positively influence customer confidence in social commerce, and belief in social commerce positively influences their intention to use. Perceived risk, on the other hand, has a negative impact on customer intentions.

This study's objective is to investigate the impact of social media on consumers' intentions to purchase fashion products in small cities surrounding Papua. This study investigates the impact of social media on consumer purchase intent via consumer satisfaction and trust. There has been relatively little social media-based research conducted specifically on the Fashion Retailer in Papua, Indonesia. People in small cities such as Jayapura, Serui, Biak, and 10 districts in Papua, Indonesia conduct transactions online, despite the fact that Papua's geographical conditions necessitate that customers wait for goods to arrive at specific times. In the explanation, this study investigates the intention of consumers in Papua, Indonesia to use social media for online fashion product purchases.

## RESEARCH METHOD

In Papua, sample data were collected from respondents primarily regarding their intent to purchase via social media. In contrast, daily social media users utilize social media as a platform for online shopping. This study focused on consumer purchase intention via social media, collecting responses and perspectives from consumers in social media, specifically Papuans in Jayapura, Serui, Biak, and ten other districts who tend to purchase fashion products online. The data collection was conducted within three days (from June 2nd to June 4th, 2022) to collect data via online questionnaires. The 10-times rule yields a minimum sample size estimation of 60, regardless of the path coefficient strengths. In the final phase of this study, 122 responses were collected.

In this study, consumer satisfaction for people living in small cities or villages in Papua is characterized by the timely and undamaged delivery of ordered goods and services. As previously stated, consumer satisfaction is also impacted by people's online shopping or ordering experiences. Other consumer testimony also influences consumer satisfaction. In social media commerce (Wijaya, I. W., Rai, A. A., & Hariguna, 2019). Previous research by (Daud, A., Farida, N., Andriansah, A., & Razak, n.d.) in Indonesia revealed that perceived usefulness has a significant impact on customer satisfaction, which in turn has a positive impact on customer loyalty and customer intention to purchase from the same businesses. Similarly, it was discovered that perceived ease of use has a positive and significant impact on consumer trust. Therefore, at this study would like to propose the following hypothesis;

H1: Consumer Trust positively affects Perceived of Usefulness

H2: Consumer Trust positively affects Perceived Ease of Use

H3: Consumer Satisfaction positively affects Perceived of Usefulness

H4: Consumer Satisfaction positively affects Perceived Ease of Use

## Perceived Usefulness (PU) & Perceived Ease of Use (PEU)

In the concept of Perceived usefulness, people tend to use social media that they perceive as useful, where they can communicate with their friends and also update information. In the concept of Perceived usefulness, people tend to use social media that they perceive as useful, where they can communicate with their friends and also update information (Khan et al., 2020). In the context of this study, people tend to use social media not only for entertainment, but also as a platform for meeting buyers and sellers, particularly Papuans. Since the pandemic impacted social life, the use of social media platforms such as Instagram has increased over the years. People choose this app because they are familiar with this social media platform. Numerous authors believe that perceived utility influences users' intent to use e-commerce (Mănescu et al., 2020). These 26 configurations is used in social commerce as well. In addition, useful and easy-to-understand information on the website inspires people to use the system by boosting their trust in the Internet (Bolton in Paravastu et al., 2016). Based on this study, the author proposes the following hypothesis:

H5: Perceived Usefulness affect positively social media adoption

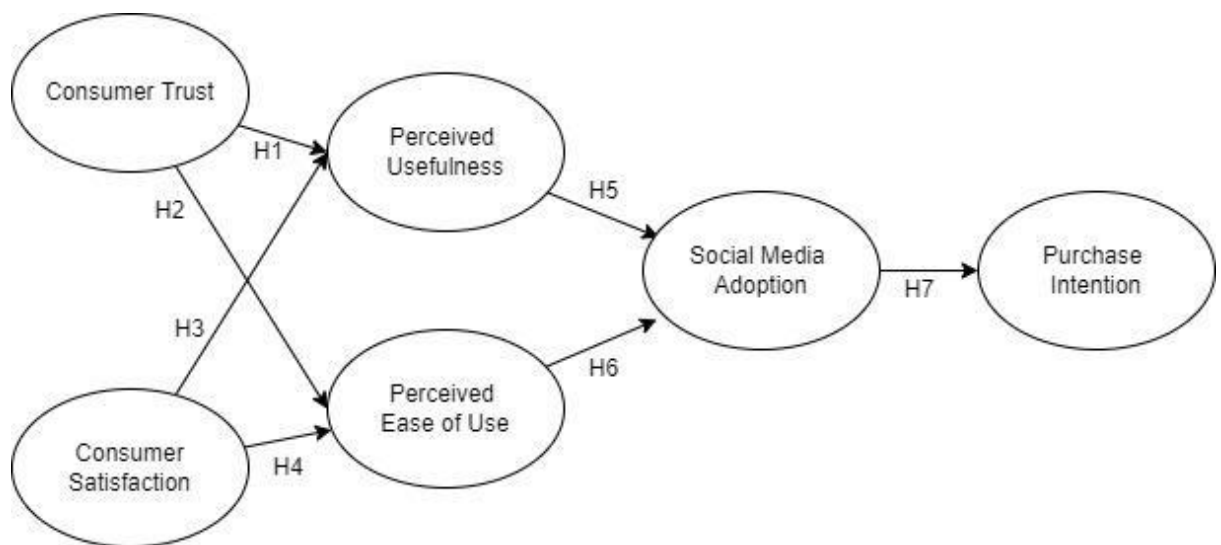
H6: Perceived Ease of Use affect positively Social Media Adoption.

**Purchase Intention (PI)**

Purchase intention can be seen as a reflection of consumer behavior towards products or services. Consumer trust in online social networks and identifying the characteristics of online car buyers helps marketers develop better online marketing strategies, and they find that trust motivates individuals to shop online (Ling in Mahliza, 2020). In the context of this study, purchase intention can be defined as the intention to buy fashion products on Instagram based on a review of previous seller transactions. People may decide to buy a product after reading reviews or testimonials from previous buyers, if no testimonials are available, they can ask family members or friends who are aware of the product and have purchased it online. This gives trust between buyers for the reviews written by buyers on the platform. In addition, when individuals decide which product they want to buy, there will be transactions between buyers and sellers using E-banking or other services to complete social commerce transactions.

In social commerce, reviews and recommendations are primarily provided by peers; therefore, a strong social presence can also reduce the social distance between consumers and peers, in addition to buyers and sellers (Srivastava, 2017). Contributing has been the relationship of trust between site members. In addition, social commerce sites with a strong social presence include more interactive content and social queues, which make the shopping process more transparent (Lu et al., 2016). It is not difficult to comprehend why consumers are willing to purchase a product or service in such a transparent environment, given that they believe unreliable behavior will be curbed. Social commerce incorporates greater social capabilities than conventional e-commerce. Thus, an empirical study conducted by (Weisberg et al., 2011) revealed that courtship among social presence and consumers' purchase intention objective is favorable.

H7: Social Media Adoption positively affects Purchase Intention



**Figure.1 Conceptual Framework**

**RESULT AND DISCUSSION**

**Result**

**Table 1. Respondents Characteristics**

Characteristic	Total Sample	Percentage
Gender:		
1. Men	35	28.7%
2. Women	87	71.3%
Age:		
1. >17 years old	8	6.60%

Characteristic	Total Sample	Percentage
2. 18 - 20 years old	10	8.20%
3. 21-29 years old	82	67.2%
4. 30-39 years old	8	6.60%
5. 40 years old or more	14	11.5%
Latest Education:		
1. Highschool	32	26.2%
2. Diploma	12	9.80%
3. Bachelor's degree	74	60.7%
4. Master's degree	3	2.50%
5. Doctoral degree (PhD)	1	0.80%
Domicile in Papua:		
1. Nabire	7	5.73%
2. Serui	6	4.91%
3. Biak	6	4.91%
4. Yahukimo	6	4.91%
5. Manokwari	7	5.73%
6. Merauke	11	9.01%
7. Pegunungan Bintang	10	8.19%
8. Kaimana	8	6.55%
9. Lembah Baliem, Pegunungan Tengah	7	5.73%
10. Waropen	9	7.37%
11. Sorong	9	7.37%
12. Timika	12	9.80%
13. Not Answered	24	19.66%

*Source: Author data analysis*

From 122 respondents who participated, only 117 respondents filled the questionnaire about domiciles. The respondents' domiciles are diverse from small cities in Papua yet also there are some respondents who are domiciles in West Papua and outside of Papua. The number of respondents who live outside of Papua is only 1 respondent, in Papua provinces are Biak with 6 respondents (4.91%), Serui with 6 respondents (4.91%), Waropen with 9 respondents (7.37%), Merauke with 11 respondents (9.01%), and four last respondents from Yahukimo with 6 respondents (4.91%), Pegunungan Bintang with 10 respondents (8.19%), Lembah Baliem with 7 respondents (5.73%), and Timika with 12 respondents (9.80%). The number of respondents who live in West Papua province is Manokwari with 7 respondents (5.73%), Kaimana with 8 respondents (6.55%), Nabire with 2 respondents (5.75%), and Sorong with 3 respondents (7.37%). The rest of the 24 (19.66%) respondents answered this questionnaire yet did not specifically mention the districts and the rest of the respondents did not participate in answering this questionnaire about domiciles.

### Measurement Model

The purpose of the questionnaire was to determine how rural consumer living in Papua, Indonesia perceive social media (Instagram) purchases. Using the previous literature review as a guide, the questionnaire included sections with general information about the gender and age of the respondents. Institutions and social media usage for online shopping. The following section contains all of the questions regarding the uses of social media (Instagram): perceived usefulness, perceived ease of use, consumer trust, consumer satisfaction, purchase intent, and the social commerce adoption model. On a five-point Likert scale ranging from "strongly disagree" to "strongly agree," survey responses were graded (Bougie, R., & Sekaran, 2019). The objective is to increase response rate and response quality while decreasing respondents' frustration level and permitting neutral responses, which were favored (Jebb et al., 2021).

Using the Likert-scale analysis, variable score determination was determined. Regarding the measurement scale utilized in this study, a Five-Point Likert Scale was utilized, in which respondents were required to provide their responses regarding each statement presented on the questionnaire, with responses ranging from "1" indicating that the respondent strongly disagrees with the statement, "2" indicating that the respondent disagrees with the statement, "3" indicating that the respondent neutral with the statement, "4" indicating that the respondent agrees with the statement and last "5" indicating that the respondent strongly agree with the statement (Bougie, R., & Sekaran, 2019). Each of the indicators utilized in this study was comprised of two to four indicators adapted from previous studies instruments.

There are three items of the variable Perceived of Usefulness (PU) and two items of the variable Perceived Ease of Use (PEU) (Porter & Donthu in Ali et al., (2021); Venkatesh in Makransky & Petersen (2021); Davis, et.al., in Krath et al., (2021). In addition, three items represent the variable Consumer Trust (CT) (Oliver, 2014) and three items represent the variable Consumer Satisfaction (CS) (Morgan and hunt in Farooq & Moon (2020); Doney and Cannon in Pop et al., (2022)). Three items represent the variable Social Media Adoption (TAM), adapted from Bock et.al., in Pop et al., (2022); AVE: 0.798, and four items represent the variable Purchase Intention (PI), adapted from D.J. Shemwell Jr., J.J. Cronin Jr., W.R. Bullard in Mittendorf et al., (2019); E. Garbarino, M.S. Johnson in Sánchez-Sánchez et al., (2021).

Each instrument is repeatedly tested for internal consistency using Cronbach's alpha. The Cronbach's alpha result is a number between 0 and 1 that should have a reliability score of at least 0.7. The analysis also includes the Average Variance Extracted (AVE) metric, which measures the amount of variance resulting from construction-related measurement error. Both convergent and divergent validity can be evaluated using AVE. To determine the convergent validity of each construct, AVE must be greater than 0.5 in an adequate model. AVE must be greater than cross-loadings, meaning that factors must explain at least fifty percent of the variance of their respective indicators (Fornell and Larcker, 1981).

**Table 2. Research Instrument Reliability & Validity**

Measurement	Cronbach Alpha	Composite Reliability
<b>Perceived of usefulness (PU): adapted from Porter &amp; Donthu in Ali et al., (2021); ( Venkatesh in Makransky &amp; Petersen, 2021); AVE: 0.821</b>		
<b>PU1.</b> Using this app to purchase fashion products online will improve my life performance	0.89	0.93
<b>PU2.</b> Using this app to purchase fashion products online enhances my effectiveness in life		
<b>PU3.</b> Overall, I believe that using this app to purchase fashion products online would be useful in my life		
<b>Perceived Ease of Use (PEU): adapted from Davis, et.al., in Krath et al., (2021); AVE: 0.808</b>		
<b>PEU1.</b> Learning to operate this app to purchase fashion products online is easy for me	0.76	0.89
<b>PEU2.</b> I would find it easy to get this app to do what I want to do		
<b>Consumer Trust (CT): adapted from Oliver (2014); Hennig-Thurau et al., in Van Pinxteren et al., (2020); AVE: 0.691</b>		
<b>CT1.</b> I find that social media can be relied on to do what's right when it comes to buying fashion products		
<b>CT2.</b> Purchasing online through social media has high integrity	0.77	0.87
<b>CT3.</b> I find that the seller keeps their promise when I Purchasing Fashion products through social media		

Measurement	Cronbach Alpha	Composite Reliability
<b>Consumer Satisfaction (CS): Adapted from Morgan and Hunt in Farooq &amp; Moon (2020); Doney and Cannon in Pop et al., (2022); AVE: 0.841</b>		
CS1. I am always delighted with the service provided by the seller	0.90	0.84
CS2. I feel good about purchasing online through social media		
CS3. Overall, I am satisfied with purchasing online through social media		
<b>Social Media Adoption (TAM): adapted from Bock et.al., in Pop et al., (2022); AVE: 0.798</b>		
TAM1. I predict that I would use social media for shopping online in the future	0.87	0.79
TAM2. I plan to continue using social media for shopping online in a near future		
TAM3. I will continue using social media for shopping online in the future		
<b>Purchase Intention (PI): adapted from D.J. Shemwell Jr., J.J. Cronin Jr., W.R. Bullard in Mittendorf et al., (2019); E. Garbarino, M.S. Johnson in Sánchez-Sánchez et al., (2021); AVE: 0.707</b>		
PI1. I likely will purchase fashion products on social media	0.86	0.70
PI2. Given the opportunity, I would consider purchasing products on social media in the near future		
PI3. I would likely return to trusted social media sellers to purchase their products		
PI4. I would like to share my purchase experiences with friends and acquaintances		

Source: Author data analysis

HTMT is used to assess discriminant validity; if the value of HTMT is less than 0.90, discriminant validity between two reflective constructs has been established (Henseler et al., 2015). The HTMT results of this study are less than 0.90, indicating that discriminant validity between constructs has been established and is valid.

**Table 3 Heterotrait-Monotrait Ratio of Correlations Discriminant Validity Test Result**

	CS	CT	PEU	PU	PI	TAM
Consumer satisfaction (CS)						
Consumer Trust (CT)	0.898					
Perceived Ease of Use (PEU)	0.786	0.887				
Perceived of Usefulness (PU)	0.743	0.814	0.670			
Purchase Intention (PI)	0.780	0.811	0.856	0.661		
Social Media Adoption (TAM)	0.879	0.811	0.761	0.745	0.825	

Source: Author data analysis

After analyzing the measurement model's reliability and validity, the PLS-SEM was applied to the sample data in this study to do hypothesis testing. PLS-SEM does not have a standard goodness-of-fit statistic; instead, its evaluation of quality is based on the validity of endogenous variable predictions. Numerous analyses, including R-square analysis, Path Coefficient analysis, and T-statistics, were performed on the data obtained from this research in order to test and confirm the hypothesis (Bootstrapping).

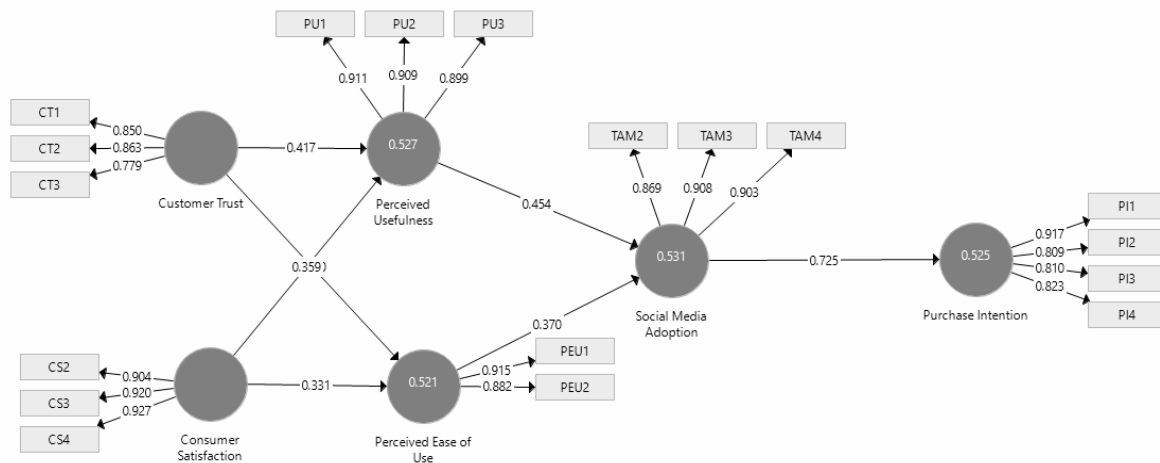


Figure.2 Research Analysis Result

Table 4 Hypothesis Test Result

Hypothetical Path	Path Coefficients	T statistics	P values	Inference
CS-PEU (H1)	0.331	3.380	0.001	Supported
CS-PU (H2)	0.359	3.839	0.000	Supported
CT-PEU (H3)	0.440	4.861	0.000	Supported
CT-PU (H4)	0.417	4.334	0.000	Supported
PEU-TAM (H5)	0.370	3.586	0.000	Supported
PU-TAM (H6)	0.454	3.214	0.000	Supported
TAM-PI (H7)	0.725	12.58	0.000	Supported

Source: Author data analysis

Based on the Table 4, all hypotheses proposed at the outset of this study were confirmed. Two hypotheses have coefficients greater than the others: Consumer trust positively affects perceived ease of use with a coefficient of 0.436, and Consumer Satisfaction positively affects perceived usefulness with a coefficient of 0.354. In the context of Papuan consumers, it is evident that trust in customers is far more important than their satisfaction with a product or service obtained through social media. In addition, Perceived Ease of Use and Perceived Usefulness are supported because they have been tested in the context of Papuan consumers. The social media technology adoption model has a positive impact on the purchase intent and significance of consumers.





**Figure 3 Importance Performance Map Analystist Result**

To understand further on which items contributing to the dependent variable. The figure 4 demonstrates that the research evaluates the significance of IPMA's (Importance Performance Map) latent constructs. By evaluating IPMA, a business should be able to determine the impact of latent variables with relatively high importance and poor performance. It is evident from the IPMA analysis that all latent variables fall within Quadrant I, which is labeled "concentrate here," and Quadrant II, which is labeled "keep up the good work." On Quadrant I, "concentrate here" indicates that business retailers in Papua must focus on CS1, CS2, CS3, CT1, CT2, CT3, and PEU2 because these variables are crucial for sustaining the business and attracting more customers. In addition, Quadrant II "keep up the good work" demonstrates that business retailers in Papua should have maintained their focus on PU1, TAM2, TAM3, and TAM4 because these variables are essential for sustaining business growth and attracting more customers.

**Discussion**

The results indicated that businesses should prioritize on building consumer trust while also keep maintaining consumer satisfaction, as both play crucial roles on driving social media adoption of consumers to do purchase through social media. As these variables sustain perceived usefulness and ease of use of social commerce. This study is align with previous study by (Daud, A., Farida, N., Andriansah, A., & Razak, n.d.) both trust and satisfaction have positive effects on Perceived Ease of Use (PEU) and Perceived Usefulness (PU). This finding also corroborates the study of Chen & Wang (2016), who found that e-commerce customer trust significantly increases social commerce trust and relative profitability.

Customers' belief in social commerce is positively influenced by perceived comparative advantage and verifiable results, and their intention to use social commerce is positively influenced by their belief in it. On the other hand, perceived risk has a negative effect on customer intentions. Based on the IPMA results, we can also draw conclusions about how to maintain consumer benefit while using social commerce. Improved life performance, effectiveness, and usefulness in consumer life are critical factors in increasing social media adoption. On the other hand, making the learning process simple and easy for consumers, as well as maintaining the direct function effect on users' lives, is critical for increasing consumer social media adoption.

This study also concludes that putting more effort into attracting consumers to use social media commerce is unnecessary. Because the motivation to use social media commerce is already high. This is also supported by the fact that the majority of the participants in this study were women between the ages of 21 and 29, who must be familiar with Instagram, the social media platform under consideration. Different findings may be present on other social media platforms and age groups.

## CONCLUSION

This study explains how consumer trust and satisfaction influence perceived ease of use and usefulness, which in turn influence social media adoption and purchase intention. This study expands understanding about rural consumer trust and satisfaction, which is constrained by high logistic costs and delivery uncertainty when using social media. These findings add to the current evidence of social media's impact on customer purchase intent, where the majority of studies indicate that the new system's usefulness and simplicity could benefit consumers, which is no doubt true for Instagram. Finally, this study illuminated rural Papua's fashion sector and rural consumer behavior. It can be concluded that business retailers must place a greater emphasis on building trust and maintaining consumer satisfaction, like providing money back guarantee, maintaining product quality assurance, and fast response on consumer complaint, as these factors are crucial for sustaining the business and attracting more customers to do transaction over social media in the future despite lack of logistic support on rural area, that is not able to solve within short period of time. This study's methodology limits generalizability and precision. Quantitative approaches rely on questionnaires, which are unambiguous. However, questionnaires cannot detail respondents' social reality. Future study could undertake in-depth interviews or focus groups with a representative sample of rural customers who have purchased fashion through social media to overcome this issue.

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