

2
武汉理工大学

Universitas
Esa Unggul
Universitas
Esa U

Wuhan University of Technology

(Apply for Ph.D Degree Dissertation)

**Research on the Influence Mechanism of Trust and
Legal Issue on Customer Purchase Intention: in the
Context of Indonesia Social Media**

**信任和法律问题对顾客购买意向的影响机理研究：
以印度尼西亚社交媒体为背景**

Universitas
Esa Unggul
Universitas
Esa U

Teaching Unit:	Management School
Discipline & Specialty:	Management Science & Enterprise Management
Name of Postgraduate:	Ikramina Larasati Hazrati Havidz
Name of Supervisor:	Prof. Xie Kefan

Date: May 2019

Sort No. _____

Secrete Level _____

UDC _____

University Code 10497

武汉理工大学

Wuhan University of Technology

PhD Dissertation

Research on the Influence Mechanism of Trust and Legal Issue on Customer Purchase Intention: in the Context of Indonesia Social Media

信任和法律问题对顾客购买意向的影响机理研究:

以印度尼西亚社交媒体为背景

Name of PhD Candidate : Ikramina Larasati Hazrati Havidz

Name of Supervisor : Professor Xie Kefan

Teaching Unit : School of Management

Discipline : Enterprise Management

Specialty : Marketing Management

Dissertation Submission Date : 13-05-2019

Dissertation Defense Date : May 2019

Degree Awarding Unit : Wuhan University of Technology

Degree Awarding Date : _____

Chairperson of Dissertation Defense Committee Board: 王永贵

Evaluators: 王永贵

张帆

孙

新华清

峰

Date: _____

A Dissertation Submitted to

Wuhan University of Technology

For the Doctor's Degree in Enterprise Management

**Research on the Influence Mechanism of Trust and Legal Issue on
Customer Purchase Intention: in the Context of Indonesia Social
Media**

信任和法律问题对顾客购买意向的影响机理研究：

以印度尼西亚社交媒体为背景

Doctoral Candidate: Ikramina Larasati Hazrati Havidz

Major: Enterprise Management

Supervisor: Professor Xie Kefan

Wuhan University of Technology

Wuhan, 430070, P.R.China

May, 2019

ORIGINAL CREATION STATEMENT

I confirm that the dissertation is the result of original research work carried out by me under the supervision of my supervisor and is not reporting any previously published materials that have been used to obtain degrees or certificates in Wuhan University of Technology or any other education institutions, except those that have been properly referenced and acknowledged. All contributions are offered by my colleagues and friends have also been properly acknowledged.

Signature of PhD Candidate: _____

Date: 2019.05.19

Explanation on the Authorization of Dissertation Application

I clearly understand the rules and regulations of Wuhan University of Technology regarding record and use of dissertation materials. I understand that Wuhan University of Technology holds the right of keeping the dissertation in record and the right of lending and referring it. Wuhan University of Technology also holds the right to publish the whole content of the dissertation and can photocopy, micro photocopy or replicate in any other ways and store it.

Signature of PhD Candidate: _____

Signature of Supervisor: _____

Date: 2019.05.17

摘要

顾客是影响公司业务发展的决定性因素。基本上，如果没有客户或潜在客户，企业的经济活动将彻底失去方向。目前，公司不仅关注开展经济业务时的产品定位，也越来越认识到接近客户的重要性，尤其是技术进步使得公司更容易接触到客户或潜在客户。一家好的公司能够从客户的角度了解当前市场的需求。公司意识到市场环境已经变得更加数字化，这间接地促使公司学习市场转变过程，并积极地使用最新的技术。此外，社交媒体平台已成为一种主要的社会活动工具。营销是在与客户建立良好关系时提供给消费者的交付价值（产品或公司）。能够很好地管理和了解客户的公司肯定会以公司利益的形式获得互惠。

公司可以通过加快社交媒体营销的发展来增加价值，以实现更好的产出。利用社交媒体平台，可以帮助公司创造有关于潜在客户或现有客户的更好想法。因此，该研究关注的是提供一些有关印尼客户当前行为的先进知识。该研究采用了 **UTAUT 2** 理论，并将理论扩展到了本文讨论的研究目标。初始的 **UTAUT 2** 理论由两个因变量组成，即行为意向和使用意向，以及七个独立变量，即表现期望，努力期望，社会影响，促进条件，享乐动机，价格价值和习惯。此外，调节子对自变量与因变量之间的关系起到一定作用。性别，年龄，经历和自愿性是 **UTAUT 2** 初始理论中指出的调节子。该理论的功能是从客户的角度解释特定技术使用者的使用意向。而在该研究中，使用意向和调节子的角色被删除，并由研究中提出的最新变量取代。此外，该研究还希望将社交媒体作为技术用途进行讨论。

该研究未能解释研究框架中提出的 20 个假设中的 8 个。运用 **SPSS 24** 统计分析软件和 **Smart PLS 3** 软件测试了本研究的结果。利用 **SPSS 24** 软件进行研究的探索性和描述性分析。通过 **Smart PLS 3** 软件评估验证性因子分析，以分析在研究框架上开发的结构模型。研究结果显示本文提出的第一个假设成立，并具有很强的显著性水平。这可能是因为印度尼西亚人认为社交媒体很有用。然而，该研究没有通过第二个假设。就此而言，该研究发现印尼人无法感知社交媒体提供的易用性。该研究表明，在印度尼西亚不同的社交媒体平台有不同的功能。社交媒体使用的趋势与通信和产品搜索目的截然不同。**WhatsApp** 引发了沟通倾向，而 **Instagram** 导致了产品搜索和购买倾向。第三个假设支持了以前文献的研究结果，也符合印度尼西亚的文化。印度尼西亚人做决策时确实依赖于生活环境。受到的生活环境的影响越大，印尼人使用社交媒体的行为意向越明显。研究结果表明假设四不被接受。这可能是由于印度尼西亚仍然缺乏与使用互联网技术相关的支持性基础设施，社交媒体被认为是其中之一。

更多的感知乐趣，享受和娱乐可以增强使用社交媒体的行为意向。该结论支持了第五个假设。第六个假设也得到了研究结果的支持。它证明了一些先前的研究结论，印度尼西亚曾经在社交媒体使用方面占据前十名。该结论清楚地反映了社交媒体已成为印度尼西亚人日常工作生活的一部

分。然而，该研究未能解释关于社交媒体与价格价值关系的第七个假设。此外，该研究证明了提出的第八个假设和第九个假设。法律问题是使用社交媒体的购买意向与行为意向关系之间的一个重要指标。另外，该研究表明了使用社交媒体的行为意向与购买意向的信任之间有直接关系，满足研究中的第十个假设和第十一个假设。然而，该研究未能解释调节因子信任对使用社交媒体的购买意向和行为意向的作用。这确定了研究中的第十二个假设。此外，使用社交媒体平台的行为意向仅调节了表现期望、享乐动机、习惯和购买意向的法律问题之间的关系。另一方面，使用社交媒体平台的行为意向未能在努力期望，社会影响，促进条件和价格价值上对购买意向提供调节角色。

关键词：UTAUT 2 理论，社交媒体平台，信任，法律问题，购买意向

Abstract

Customers are the determinants factor in determining the development of company in performing their businesses. Essentially, without the presence of customers or prospects customers the realization of the economic activities in term of businesses will lead to no directions. In present time, company does not only concern about the product oriented when company want to implement their business. Today's companies are increasingly recognizing the importance of approaching the customers especially with technological advances to make it easier to reach the customers or prospects. A good company is certainly a company that has ability to acknowledge the needs and wants of the present market on the customers' point of view. The company realized the occurrence of the market environment has become more digital which indirectly led the company to learn the market shift and engage with the present technology to date. Moreover, social media platforms is one tools that has become the society main activity which cannot be separate from them. Marketing is the delivery value (product or company) provided to consumers while building a good relationship among customer. Companies that can well manage and understand their customers will certainly get reciprocity in the form of benefits for the company.

Company can increase their value by accelerating the effort on social media marketing with the purposes to achieve a better output. Through the adoption of social media platforms for company, it assists company to create a better idea regarding either prospect or present customers. Hence, the study has concern to provide some advance knowledge regarding the behavior of the Indonesian customers in present time. The study adopted UTAUT 2 theory and extend the theory to adjust with the study objective that the author intended to discuss. The originated UTAUT 2 theory consists of two dependent variables that are behavioral intention and intention to use followed by seven independent variables that are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. In addition, there are moderators' roles plays on the relationship of the independent variables toward the dependent variables. Gender, age, experiences, and voluntariness are the moderator roles indicates on the UTAUT 2 origin theory. The theory functions to explain the intention to use particular technology of users on the customers' point of view. However, intention to use and the moderators role were removed and replace by recent variables proposed on the study. Moreover, the study would like to discuss social media as the technology use.

The study failed to explain eight out of twenty proposed hypothesis on the research framework. The results was tested by the utilization of both SPSS 24 Statistical analysis and Smart

PLS 3. SPSS 24 Statistical analysis was applied to do the exploratory and descriptive analysis of the study. Confirmatory factor analysis was evaluate by the means of Smart PLS 3 utilization to analyze the structural model developed on the research framework The study supported the first hypothesis with robust significance value. It might happen because the Indonesian perceived social media to be useful. However, the study failed to support the second hypothesis. To this matter, the study found that the Indonesian could not perceived ease of use that is offers by social media. The study indicates that different social media platforms have different functions in Indonesia. The tendency of the social media use are distinct into communication and product searching purpose. WhatsApp lead to the communication tendency, while Instagram lead to the product searching and intention to purchase tendency. Third hypothesis supported the previous literature which is in line with the culture of the Indonesian as well. The Indonesian do depend on their living environment when it relates to a decision making. To this, the more influence obtain by them will lead to the encouragement of the Indonesian on the behavioral intention to use social media. However, hypothesis four lead to the results of not accepted. This may happen due to the Indonesia is still lack of supporting infrastructure that relates to the use of internet technology in which social media count to be one of them.

In addition, the more perceived fun, enjoy, and entertaining could increase the behavioral intention to use social media and support the fifth hypothesis. The sixth hypothesis is also supported on the study. It proved some prior working paper that the Indonesian used to hold the top ten rank in term of social media usage. It clearly seen that it have become the citizens daily routine to do. However, the study failed to explain the seventh hypothesis on the relationship of price value on the social media. In addition, the study justified the eighth and ninth hypothesis proposed on the study. Legal issue signified a robust value on the relationship to behavioral intention to use social media and purchase intention. Furthermore, the study signified the direct relationship of behavioral intention to use social media and trust to purchase intention which satisfied the tenth and eleventh hypothesis in the study. Moreover, the study failed to explain the moderator role of trust on the behavioral intention to use social media and purchase intention. It is to determine the twelve hypothesis on the study. In addition, behavioral intention to use social media platforms only mediated the relationship between performance expectancy, hedonic motivations, habit, and legal issue to purchase intention. On the other hand, it failed to provide a mediator role to effort expectancy, social influence, facilitating conditions, and price value on the purchase intention.

Keywords: UTAUT 2 Theory, Social Media Platforms, Trust, Legal Issue, Purchase Intention

Table of Contents

摘要	i
Abstract	iii
Table of Contents.....	v
List of Tables.....	viii
List of Figures	x
Chapter 1 Introduction	1
1.1 Research Background	1
1.2 Problem Statement	8
1.3 Aims and Significance of the Research	10
1.4 Research Questions and Objectives	11
1.4.1 Research questions	11
1.4.2 Research objectives	12
1.5 Research Outlines	13
Chapter 2 Literature Review on the Determinants of Purchase Intention	16
2.1 Unified Theory of Acceptance and Use of Technology (UTAUT)	16
2.2 Trusts	23
2.3 Legal Issue	24
2.4 Customer's Intention to Purchase	26
Chapter Summary	28
Chapter 3 Theoretical Analysis of Social Media, Trust, Legal Issue, and Purchase Intention	29
3.1 The Presence of Trust on Social Media and Purchase Intention	29
3.2 The Presence of Legal Issue on Social Media	33
3.2.1 Regulatory focus theory	33
3.2.2 Online privacy	35
3.2.3 Perceived technology security.....	37
3.2.4 Legal ability.....	38

3.3 The Presence of Social Media in Purchase Intention	41
Chapter summary	45
Chapter 4 Analysis on the Present Situation of Indonesia Online Purchase Intention	47
4.1 Indonesia Ecommerce platforms.....	48
4.2 Social media Adoption in Indonesia.....	53
4.3 Regulation in Indonesia Online Transaction	57
Chapter Summary	60
Chapter 5 Research Design and Methodology.....	61
5.1 Relationship between Variables.....	61
5.1.1 The relationship of the independent variables on the behavioral intention to utilize social media.....	62
5.1.2 The relationship of behavioral intention to utilize social media on intention to purchase.....	67
5.1.3 The relationship of trust on intention to purchase.....	68
5.1.4 The mediating role of social media	68
5.2 Research Methodology	73
5.3 Data collection and sampling.....	74
5.4 Constructs measurement.....	75
5.5 Statistical analysis.....	78
Chapter Summary	80
Chapter 6 Findings on the Influencing Mechanism of Trust and Legal Issue on Indonesia Customer Purchase Intention in Social Media	81
6.1 Pilot Study.....	81
6.1.1 Measurement of Reliability.....	85
6.1.2 Measurement of Validity.....	86
6.2 Descriptive Analysis	95
6.3 Testing the Goodness of the Measurement Model	113
6.3.1 Outer Model Analysis of Legal Issue.....	113
6.3.2 Inner Model Analysis of the Conceptual Framework	119

6.4 Structural Model Analysis	128
6.4.1 R-Square analysis	128
6.4.2 Structural path coefficients.....	129
Chapter Summary	136
Chapter 7 Conclusions and Future Study	137
7.1 Conclusions.....	137
7.2 Innovative Points	142
7.3 Practical Recommendation	143
7.4 Research Limitations and Future Study.....	145
Acknowledgement.....	146
References.....	147
List of Publications.....	163

List of Tables

Table 4-1 Six Most used Ecommerce APP in Indonesia.....	51
Table 5-1 Summary of the general information constructs' measurement	76
Table 5-2 Summary of the structural model constructs' measurement.....	77
Table 6-1 Reliability on Cronbach's Alpha analysis (pilot study).....	86
Table 6-2 Validity Analysis of the pilot study	87
Table 6-3 Rotated factor matrix on performance expectancy	89
Table 6-4 Rotated factor matrix on effort expectancy.....	90
Table 6-5 Rotated factor matrix on social influence	90
Table 6-6 Rotated factor matrix on facilitating conditions.....	90
Table 6-7 Rotated factor matrix on hedonic motivations	91
Table 6-8 Rotated factor matrix on habit.....	91
Table 6-9 Rotated factor matrix on price value.....	91
Table 6-10 Rotated factor matrix on legal issues	92
Table 6-11 Rotated factor matrix on behavioral intention to adopt social media platforms	93
Table 6-12 Rotated factor matrix on trust	94
Table 6-13 Rotated factor matrix on purchase intention	94
Table 6-14 Respondents' descriptive analysis on the performance expectancy variable	102
Table 6-15 Respondents' descriptive analysis on the effort expectancy variable	102
Table 6-16 Respondents' descriptive analysis on the social influence variable	103
Table 6-17 Respondents' descriptive analysis on the facilitating conditions variable	103
Table 6-18 Respondents' descriptive analysis on the hedonic motivations variable.....	104
Table 6-19 Respondents' descriptive analysis on the habit variable	104
Table 6-20 Respondents' descriptive analysis on price value variable.....	105
Table 6-21 Respondents' descriptive analysis on legal issues prevention focus variable	105
Table 6-22 Respondents' descriptive analysis on legal issues online privacy variable	106
Table 6-23 Respondents' descriptive analysis on legal issues perceived technology security variable	107
Table 6-24 Respondents' descriptive analysis on legal issues perceived legal ability variable .	108
Table 6-25 Respondents' descriptive analysis on behavioral intention to adopt social media variable	109
Table 6-26 Respondents' descriptive analysis on trust variable	110
Table 6-27 Respondents' descriptive analysis on purchase intention variable.....	110
Table 6-28 Cronbach's Alpha, Composite Reliability, and AVE Analysis on Legal Issues	115

Table 6-29 Fornell-Larcker Criterion analysis on legal issues.....	117
Table 6-30 Cross Loadings on legal issues	118
Table 6-31 HTMT analysis on legal issues	119
Table 6-32 Cronbach's Alpha, Composite Reliability, and AVE Analysis on the research framework inner model	119
Table 6-33 Fornell-Larcker Criterion analysis on the research framework inner model	124
Table 6-34 Cross Loadings analysis on the research framework inner model.....	125
Table 6-35 HTMT Analysis on the inner model of the conceptual framework	126
Table 6-36 Outer VIF analysis on the research framework's inner model analysis	127
Table 6-37 Inner VIF analysis on the research framework's inner model.....	128
Table 6-38 square analysis on the research frameworks' inner model	129
Table 6-39 Study Results on the Direct Effect of the Proposed Hypothesis	132
Table 6-40 Study Results on the Indirect Effect of the Proposed Hypothesis	135

List of Figures

Figure 1-1 Sources from Global Finance Magazine (data written on percentage (%)).....	3
Figure 1-2 Time spent with media in Indonesia	4
Figure 1-3 Largest growth in number of mobile social media users 2016.....	6
Figure 1-4 Indonesian internet users by devices to connected	9
Figure 1-5 Research Technological Roadmap.....	14
Figure 2-1 Reprinted version of UTAUT 2 Theory	16
Figure 2-2 The cycles of technology, businesses, customers, and government on present market place.....	26
Figure 3-1 Privacy and data protection law in developed and developing economies.....	36
Figure 3-2 Consumer protection law on developed and developing economies.....	40
Figure 4-1 Indonesia's digital landscape.....	47
Figure 4-2 Business to Customers (B2C) in Indonesia E-Commerce view	50
Figure 4-3 Indonesia e-commerce activity as per data on January 2017.....	52
Figure 4-4 Indonesia online customers' tendency to purchase online	53
Figure 4-5 Social media growth by countries.....	54
Figure 4-6 Various social media platforms used by the Indonesian.....	55
Figure 4-7 The Indonesian online activities by device.....	56
Figure 5-1 Conceptual model of the study	61
Figure 5-2 Model Illustration of the Conceptual Framework Equation	72
Figure 6-1 Pilot study analysis on the respondents' age	81
Figure 6-2 Pilot study on the respondent's residence according to the city in Indonesia	82
Figure 6-3 Pilot study on the respondents as user of social media platforms	83
Figure 6-4 Pilot study on the social media platforms' preferences for communications in Indonesia.....	83
Figure 6-5 Pilot study on the social media platforms' preferences for product and information searching.....	84
Figure 6-6 Pilot study on the hourly time spent in social media by the Indonesian.....	85
Figure 6-7 Pilot study on the respondent's occupation	85
Figure 6-8 Analysis on the respondents' age	95
Figure 6-9 Educational background of the empirical data	96
Figure 6-10 Respondents occupation obtained on the research survey.....	97
Figure 6-11 Social media users according to the years engagement.....	97

Figure 6-12 Social media platforms' preferences for communications in Indonesia.....	98
Figure 6-13 Social media platforms' preferences for product and information searching in Indonesia.....	99
Figure 6-14 Hourly time spent on the social media platforms by the Indonesian.....	100
Figure 6-15 Respondents' gathered based on province	100
Figure 6-16 Outer loadings analysis on Legal Issues	115
Figure 6-17 T values on the outer loadings of the legal issues variable.....	116
Figure 6-18 Outer Loadings on the research framework inner model	121
Figure 6-19 values on the outer loadings of the inner model	122

Chapter 1 Introduction

1.1 Research Background

What people state about trendy in present time concern more on digitization. It has shifted the society lifestyle to be more digital as the technology and internet are keep growing^[1]. The world has start to talk about digital technologies specifically social media's benefits. The presence of digital technologies keep improving since the past decade lead to a changes in the society life. Most of people in the globe has start to utilize social media applications as their tools to deal with communication in present day. Present communication of the society has move to be more virtual than ever compare to previous time. Globally, the utilization of social media platforms adoption is growing rapidly. Indonesia is one out of many countries that also show a significant increase in social media adoption. A report was written under the work of two teams known as Hootsuite and We Are Social^[2] stating that more than half population around the globe are now online. It is followed by the finding that since January 2016 internet users around the globe has increase by 10% or equal to additional of 354 million people. Therefore, the active social media users increase by 21% or equal to the additional of 482 million people. Last but not least, the active mobile social users are also indicate an increase by 30% or equal to the additional of 581 million people.

Essentially, there are two motive that lead to the arisen of social media utilization; individual and organizational use. In the study of^[3], it stated that sharing and gathering information, get entertained and relaxation, and having more social interaction is the individual motive to utilize social media platforms. Moreover, in the aspect of organization motive, through social media platforms organizations are able to employ the technologies as a tool to communicate with the customers. ^[4]revealed that through social media for marketing purposes or in representing the organization performance, it provides active communication. Hence, there will happen a two way of communication. The biggest advantage of social media as a marketing channel is its ability to distribute content and links to viewers, and will keep on increasing if marketer know how to build their follower. Articles publish on social media is useful for readers to instantly open hundreds or thousands of new articles, and readers can share more. Any interested readers can be bloggers, journalists, editors or those who have the potential to join and build natural links on marketer content as a reference in their own work. That means social media is able and will greatly increase the potential of the company inbound link profile.

Social media offers great opportunities in promoting products in present digital era. It lead to customer confident as they are easy to search out for the reviews arises from other customer who has experienced the product^[5]. Social media marketing is originated from a web-based service

(4) To investigate and examine whether behavioral intention to adopt social media plays a mediator role between performance expectancy, effort expectancy, social influences, facilitating conditions, hedonic motivations, habits, price values, and legal issues to the intention to purchases

1.5 Research Outlines

The research dissertation written by author is distributed into seven chapters. The written chapters will have correlation between one another. However, before continue to the chapters developed by the researcher, the very beginning contains in the dissertation will be the title page, original creation statement, authorization page, and table of contents.

Chapter 1 is provide to serve beneficial knowledge on the study introduction. The introduction of the first chapter will consist of background of the research, statement of problem, aims and significances of the research, research questions and objectives, and the general outlines of the research.

Chapter 2 will discuss the literature review on the determinants of purchase intention. Literature review on every variables that proposed on the research conceptual framework will be explain in more detail in this section. Moreover, it will define the essence of performance expectancy, effort expectancy, social influences, facilitating conditions, hedonic motivations, habit, price value, legal issue, behavioral intention to adopt social media platforms, trust, and purchase intention.

Chapter 3 will explain in more specific about the theoretical analysis of trust, legal issue, and social media in purchase intention. This section will generally explain the essence of trust in social media and purchase intention. In addition, it will describe in more detail regarding the theory adopted by researcher in examining the legal issue on social media marketing and purchase intention. Lastly, the theory that has been largely discuss in the marketing academic writing about the influence of social media in intention to purchases will further discuss in this chapter.

Chapter 4 will discuss about the present situations of online purchase intention in Indonesia customers' perspectives. This chapter will contains three sub chapter of literature review on the Indonesia digital marketing in general. To this purpose, the literature review from Indonesian medium source in the form of news and media information will be adopted.

Chapter 5 was written to provide knowledge on the dissertation research framework and methodology. In this section the proposed hypothesis will be presented. There are twenty hypothesis proposed by the researcher on the study. The hypothesis proposed on both direct and indirect relationship among the variables. Both mediator and moderator are also drawn on the developed hypothesis. Furthermore, the research methodology written in the study will consist of

data collection and sampling, constructs measurement, and statistical analysis. The statistical analysis on the study will be analyze on both IBM SPSS Statistic 24 and Smart PLS 3.

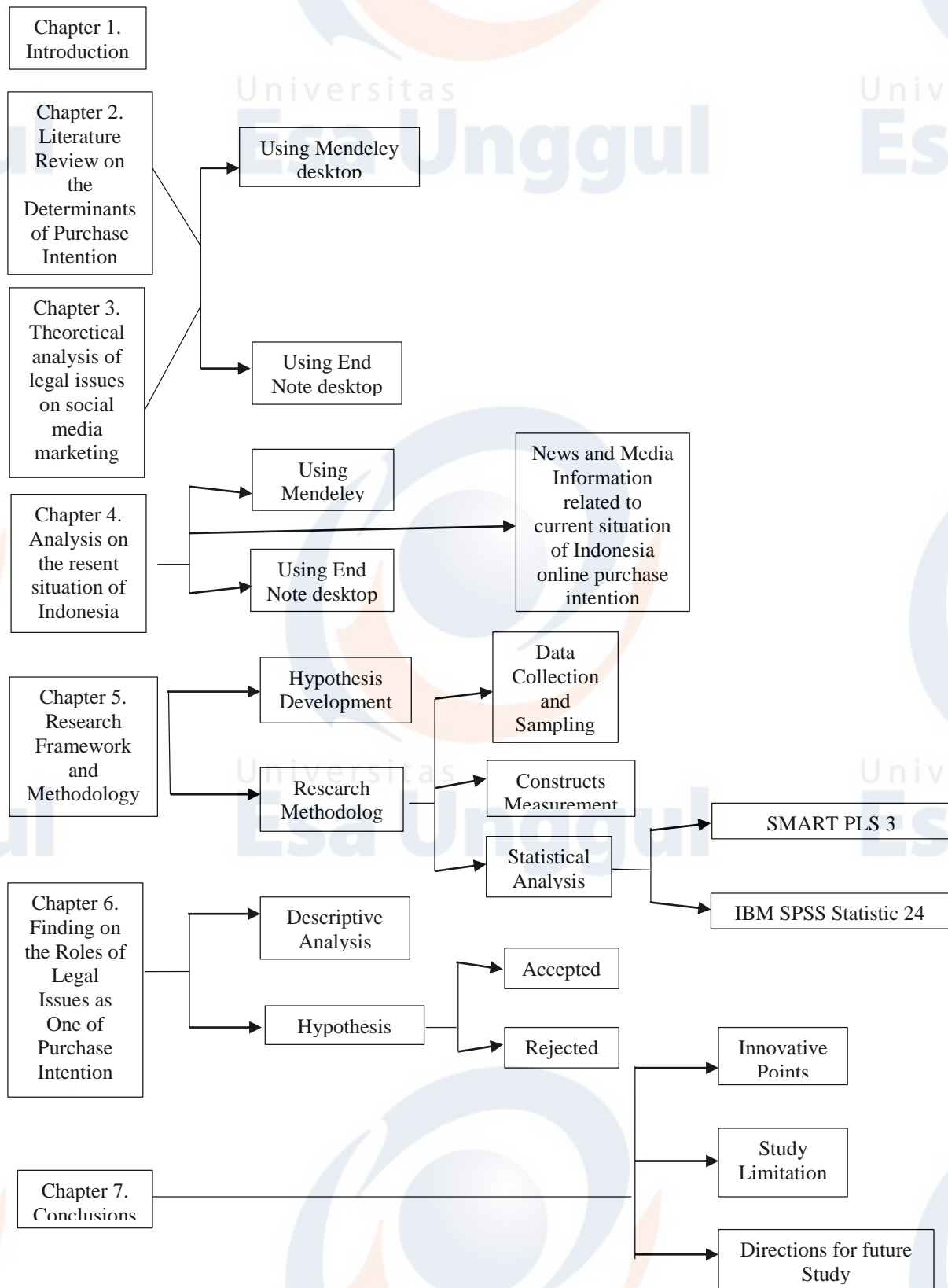


Figure 1-5 Research Technological Roadmap

Chapter 6 will discuss on the research findings on the influencing mechanism of trust and legal issue on customer purchase intention in the context of Indonesia social media. The subchapter will consists of pilot study, empirical descriptive analysis, testing the goodness of the measurement model, and structural model analysis. The pilot study will be examine under the software of IBM SPSS Statistics 24 to capture out whether the developed questionnaires has achieved its appropriateness. Empirical descriptive analysis will be analyzed in both IBM SPSS Statistic 24 and Smart PLS. lastly, to analyze the proposed hypothesis developed on the study, Smart PLS will be adopted. Therefore, the hypothesis can be finally drawn as whether accepted or rejected.

Chapter 7 will be the final chapter on the study. It will discuss the summary of the empirical analysis of the study related to the predictors of purchase intention. It will also lighten up the roles of trust, social media, and legal issue as one of the purchase intention predictors by customers or potential customers. In this chapter, the researcher will also provide the innovative points obtained on the empirical analysis. Scope and research limitation, and research recommendations for future researcher can also be find in this section.

Chapter 2 Literature Review on the Determinants of Purchase Intention

2.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT is one of the latest theory on technology acceptance models developed by^[38] by adjusting eight leading prior theories to be one theory in determining the technology acceptance theories. Those eight composite theories consists of Theory Reasoned Action (TRA) by^[39], Technology Acceptance Model (TAM) by^[40], Motivational Model (MM), Theory of Planned Behavior (TPB) by^[41], Combined TAM and TPB by^[42], Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). UTAUT theory was introduced to examine the technology acceptance and implementation with the major focus on the organizational field.

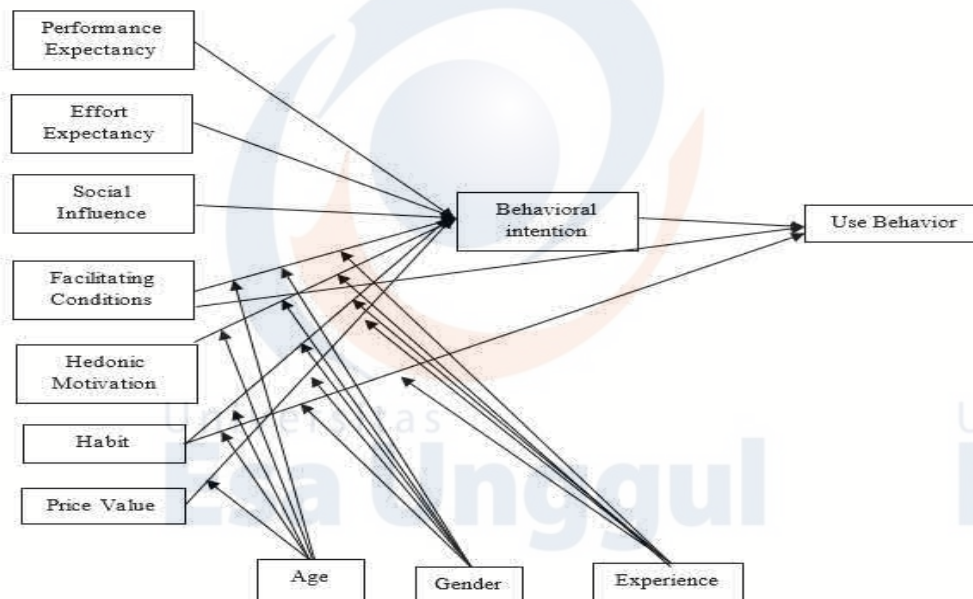


Figure 2-1 Reprinted version of UTAUT 2 Theory

Performance expectancy, effort expectancy, social influence, and facilitating conditions are applied to determine the behavior intention and use behavior on a technology acceptance. The theory contains gender, age, experience, and voluntariness of use as the moderating variables. The study indicates behavioral intention acquire 70 % of the variance while use behavior signified the variance of 50%. Furthermore, extend their study by adding some recent variable to determine the technology acceptance models. The extended UTAUT is named after UTAUT 2 with specific analysis on a customers' point of view. To this extent, the authors^[43] has facilitating conditions, hedonic motivations, and price value as a recent relationship to behavioral intention and habit as

Chapter Summary

The chapter discuss in more detail on the definition of the variables on UTAUT 2 theory. In addition, social media is the taken particular technology adopted in present study for the UTAUT 2 analysis use. Moreover, it is also belief by most practitioners and customers that trust could be one of the basic foundation of an individual in make a decision. Yet, to maintain trust is challenging for companies. Therefore, through social media is expected to assist the practitioners in maintain a good relationship with the potential or prospect customer for a long-term relationship and trust. Social media provide various benefit to the users including for the daily activity implemented by the engage users. There are some people who engage to the employment of social media platforms because they experienced benefit value. However, instead of perceived benefit value, usually the engagement of one's behavior on social media platforms is affected by some other factors. Place where the users live, supporting infrastructure, and activity which has been repeatedly conduct which lead to the users' tendency to adopt social media platforms. In addition, when the users could perceived some benefit value of the services offers by the social media platforms, the tendency of the users could shift from communication perspectives to product and information searching perspectives. In which, product and information searching through social media platforms provide solutions to the users. Not to mention, the user can even have an intention to do online purchasing on particular social media platforms once trust has been build or achieve. Moreover, in line with the technology development, legal issue is essential and critical to provide balance on the online transaction in social media. Yet, regulation concerning the position of customers is still lack in the online transaction activity. Essentially, an individual may have concern on particular action taken by them may lead to the individual legal issue awareness. In which, it make an individual will concern the effect that will perceive as the result of an action taken by them including online transaction in the future.

Chapter 3 Theoretical Analysis of Social Media, Trust, Legal Issue, and Purchase Intention

3.1 The Presence of Trust on Social Media and Purchase Intention

Customers trust are all knowledge held by customers regarding all conclusions made by the customers about objects, attributes, and benefits obtain by them. Objects can be products, people, companies, and everything where someone has trust and attitude. Attributes are characteristics or features that objects may or may not have. Intrinsic attributes are anything that is related to the actual nature of the product, while extrinsic attributes are everything that is obtained from the external aspects of the product, such as brand names, packaging, and labels. Finally, the benefits are positive results that are perceived by the customers. Trust is a beliefs about integrity on the honesty and the ability to keep promises of the trusted party. It also define for benevolence that is relates on trustworthy attention and motivation to act in accordance with the trust perceived by the trusted party. Competency define for the ability of the trusted parties to carry out the trust she or he has received. In addition, predictability specify for the consistency in party behavior who is trusted. Trust is defined as a perception of reliability from the customer's point of view based on experience, or more in the sequence of transactions or interactions characterized by the fulfillment of expectations for the purchased product or services^[98].

Trust reflects two important components, namely brand reliability and brand intentions. Brand reliability or source reliability is based on customer confidence that the product is able to meet the promised value or in other words the perception that the brand is able to meet needs and provide satisfaction. Brand reliability is essential for the creation of trust in the brand because the ability of the brand to fulfill the promised value will make customers put the same sense of satisfaction in the future. While brand intention is based on customer confidence that the brand is able to prioritize the interests of customers when problems in product consumption appear unexpectedly. Customers' beliefs are all knowledge possessed and conclusions made by customers about objects, attributes, and benefits^[99]. Intrinsic attributes are everything that is related to the actual nature of the product, while extrinsic attributes are everything that is obtained from the external aspects of the product such as name, brand, and label. Therefore, trust is about the marketer's or seller's ability includes competence, experience, and ability in the knowledge on how to build and maintain trust from the customer.

Trust on customers usually can be establish from the perceived satisfaction. Moreover, trust in social media can be develop once customer could get the satisfaction and security guarantee on

been done. If the purchased product does not provide the expected satisfaction, then the customer will change his attitude towards the brand of the product into a negative attitude, even rejecting the product in the future. Conversely, if the customer gets satisfaction from the product they bought, then the desire to purchase for the product tends to be even greater.

The point of developing a successful marketing strategy is disclose with communication movement. All promotions are accepted by the customers as information that is collected in the environment's surrounding. First of all, the customers must be exposed to the promotional information, so then they are able to enter into promotional communications and understand the meaning of the conversation. Finally, the knowledge, meaning, and trust obtained about the form of promotion they receive will be integrated with other knowledge to create attitudes and make purchasing decisions. So promotion must influence not only on the customer cognition but also their behavior^[135]. The purpose of the product or service company can be achieved if consumers do certain behaviors, including buying products or using these services. Promotion terms are estimates of the number of users in a target population based on the active users (customers). With a range that aims to estimate how big the role of people in the delivered information, then the range itself consists of a large or limited area. The main purposes of marketers in marketing is to change the customer behavior in order to make a purchase or use decision on the services offered. Quality of a message greatly opens up the possibility to influence the potential and present customer to purchase. The message must be able to create positive emotions in customers, such as quality messages must be effective, interesting, unique, creative, complete and easy to understand.

Chapter summary

Trust are all knowledge that is owned by customers and all conclusions made by customers about objects, attributes, and benefits. Intrinsic attributes are everything that is related to the actual nature of the product, while extrinsic attributes are everything that is obtained from the external aspects of the product such as name, brand, and label. Trust is defined as customer willingness to accept weaknesses in the online transactions based on their positive expectations about the behavior of the online stores in the future implementation. Trust is the foundation of buying and selling transactions between the two sellers and buyers. It can be concluded that trust will be formed if customers conduct a purchasing system at a market place. In addition, purchasing decision is depend on the customers trust on the obtained information quality. There are some factors that emerge the legal issue arise around the society. Firstly, the need of regulation to be the mediator to protect both engaged parties on a trade activity so that there will be no parties get losses. Secondly, the fast development of technology brought to high demand of regulation

especially with the trade activity that has been more digital to date. The regulation shall fill in the gap between parties to create feel of safe by the involved parties. In which legal issues relates to both outside and inside factor which come from the environment and also a person as an individual. Currently, buying and selling transactions using social media has been widely used among all level of upper, middle, and ordinary income of an individual on a class of group. Social media can increase sales widely and does not require expensive fees. It is considered the most effective media in doing business whether it's relates on products or services. Social media can deliver chain messages that will be spread by others simultaneously. Customers will also find it easier to find and get information about the products or services they want to use or purchase. Purchasing behavior is a series of physical actions as well the psychological experience of the customer when buying a particular product.

Chapter 4 Analysis on the Present Situation of Indonesia Online Purchase Intention

The development of the digital's world with the assistance of internet reach the users globally. Today's development on the society around the world demand to be more innovative. Innovation on the marketing communication can be one of innovation that should be consider about. It can be clearly seen that present society are more digital than before. It is undebatable that on the present time internet technology is no longer taken as a new thing happen in term of the technology development and growth among the society. It is due to technology continually keep improving its performance with a very rapid development on it and brought many changes of the society pattern life, especially Indonesia. The changes on the society patterns life reached various aspects including the social life, cultural life, trade, and many else. Along with these developments, the behavior of people will changes. A company's or seller's goals are definitely to attract and obtain a potential customer and to keep good relationship with the present customer. Hence, written by^[136] that businesses seen the importance of new path in the integrated communication to be shifted to be more digital as the society have become now. It gives advantages to both marketer and customers on time efficiency. The way in conduct a communication, businesses, and convey information are much easier and faster. Distance will not be gap to the society especially to Indonesian as the country is archipelago consisting of many islands that separate between one and another city.

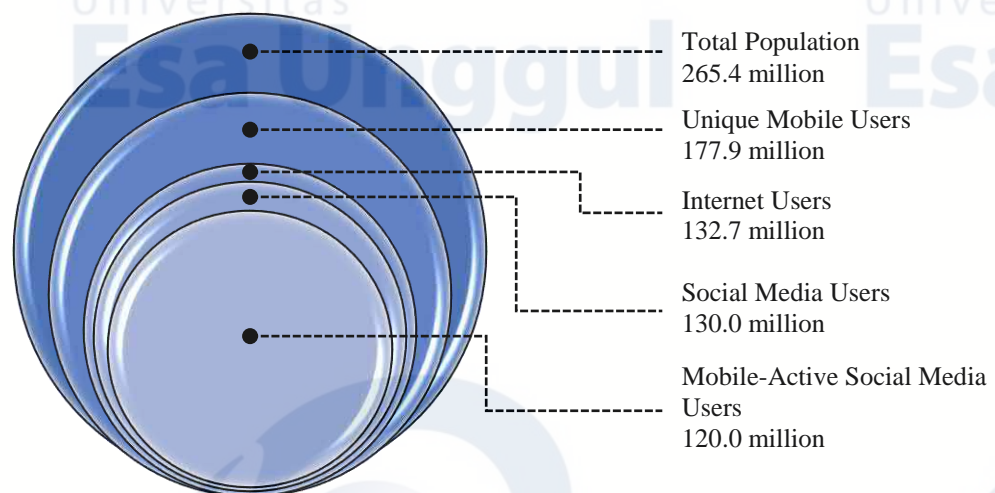


Figure 4-1 Indonesia's digital landscape

Digital marketing provide great advantage as place for businesses to interact with the potential customer. It is due to most society has engage them self on the digital platforms. It also allow the

its law regulating the privacy and data protection for the information and communication technology users. The existing law determined that it cannot work effectively in catching up with the information and communication technological development. In addition, it is certainly that the legal vacuum has implications on the regulation of the privacy and data protection. The law that is regulate for the privacy and data protection is still under draft proposal^[154]. Therefore, the regulation of the minister of communication and informatics of the republic of Indonesia No. 20 of 2016 concerning the privacy data protection in the electronic system enacted to mediate the legal vacuum of the Indonesia Law on the privacy data protection. Personal data protection must be considered as one of the most important fields needed by Indonesia. This is an important issues in modern society due to it is certainly will affect the path of the society in do communication and trading.

Chapter Summary

The present situation of Indonesia indicates the emergence on ecommerce in which also goes in line with the social media for market place. In some years back to date, Indonesia market place perform its trading activity to be more digital followed by some evidence where the country used to take the 10th place on the Southeast Asia and the global report. The Indonesian activities on social media platforms found to possess high consumption in the country. In which, it led companies to utilize both ecommerce and social media for their marketing strategies to reach the potential customers. Social media functions to boost the willingness of the potential customer to visit the ecommerce platforms. It is because social media has great benefit in introducing new or recent activity due to social media has become the society daily routine. It provides opportunities for businesses to perform action under the company objectives, marketed the product. In addition, this chapter also provide regulation that present in Indonesia that is related with the online sale and purchase activity. The regulation discuss in this chapter explain about the policy that can give feel of security to the customer due to the belief when a feeling of security increase, trust might occur.

are variables that require indicators to perform measurement or testing. While the Manifest variable is a variable that acts as an indicator in a SEM research model, or known variables as variables that can be observed and measured directly. The manifest variable serve as an indicator for the latent variable. Structural Equation Modeling (SEM) is expected to use to analyze the measurement written in the study^[201].

Chapter Summary

This chapter discuss about the proposed model develop on the study. UTAUT 2 Theory is the extended theory of UTAUT theory in which has customers as the research analysis. In addition, the author dropped the use behavior and moderators variable originated from UTAUT 2 due to the author would like to propose and explore the modify theory of UTAUT 2. The study intended to combine and analyze the effect of behavioral to use particular technology with the purchase intention of an individual. The study expect to provide contribution in the marketing practitioners and academician regarding on variables that might be new determinant in understanding the market in present time. The study proposed the ideas into three relationship analysis that are direct, indirect, and moderator relationship. Behavioral intention to adopt social media platforms will be tested as a mediator between the independent variables to purchase intention. In addition, the moderator role of trust is also address in this chapter to analyze the moderator role function of the variable. The study is a questionnaires based survey that are distributed in Indonesia. Moreover, the study conduct pilot study before distributing the questionnaires to large respondents. It also explain that the study will utilize SPSS Statistical analysis and Smart PLS as the software use to analyze the empirical data. Furthermore, this chapter is written to propose the insight to predict intention to purchase on an online behaviors under the use of social media in the Indonesia online environment.

Chapter 6 Findings on the Influencing Mechanism of Trust and Legal Issue on Indonesia Customer Purchase Intention in Social Media

In this chapter, the researcher will discuss in more detail regarding the results analysis obtained under the questionnaires. The researcher would like to explain the study's finding in both descriptive and quantitative. Descriptive analysis is applied to interpret the respondents' characteristics obtained under study from the filled up questionnaires. Additionally, quantitative analysis will be used to justify the collected data that will be measured under a statistical calculation. Hence, quantitative analysis will be adopted to provide justification on the pilot study and the goodness test of the measurement model. Validity, reliability, and hypothesis testing will be further describe on the functions of goodness test of the measurement model analysis.

6.1 Pilot Study

As it has been discuss in previous chapter, pilot study will be the first methodology to be conducted. Moreover, SPSS 24 is adopted to do the pilot study as the research framework establish under the study contains new proposed variable. SPSS 24 is a proper software to examine an exploratory study as it has feature to check and classify (grouped) whether the new items researcher develop can be grouped into some components or dimensions. The adoption of SPSS 24 in current context is to execute the validity and reliability test on the pilot study. The pilot study was distributed to collect the respondents' answers on October 15, 2018. It was distributed by the use of google surveys platforms.

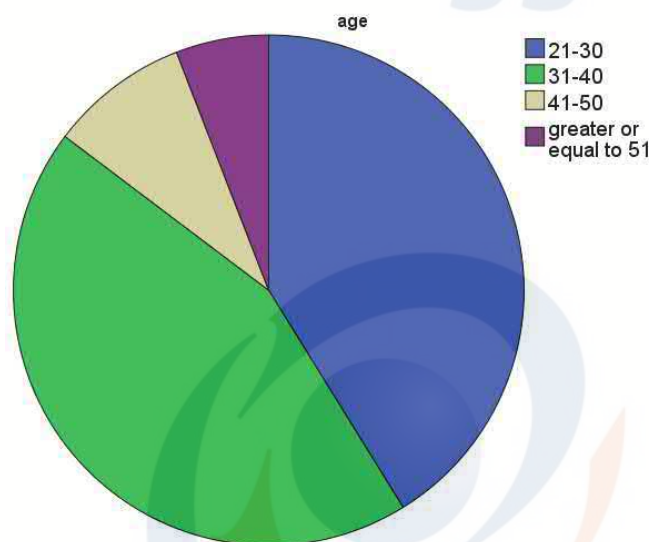


Figure 6-1 Pilot study analysis on the respondents' age

identified as possessing lower p value than its threshold with the 0.000 p value obtained. The obtained p value on the twentieth hypothesis was found to have a robust significance result. Therefore, the study has proven that behavioral intention to use social media has a partial mediator role from legal issue to purchase intention

Chapter Summary

The study identified the first robust predictors of behavioral intention to adopt social media platforms are performance expectancy, habit, and legal issues. Those three independent variables proposed on the hypothesis characterized the Indonesian tendency on the behavioral intention to use particular technology. Hedonic motivations possess the second predictors' places of the behavioral intention to adopt social media platforms. In addition, social influence defined the role as one of the behavioral intention to adopt social media after performance expectancy, effort expectancy, legal issues, and hedonic motivation. Hence, there are five supporting variables in determining the behavioral intention to adopt social media on the Indonesian customers' perspectives. The study also has classified the different level of predictors according to its robust value in determining the Indonesian behavioral intention to adopt social media. There are 3 out 4 proposed variable in determining the Indonesian intention to purchase. The study failed to analyze the moderator relationship between behavioral intentions to adopt social media toward intention to purchase. In addition, the current study identified legal issue, behavioral intention to adopt social media, and trust to play major role in predicting intention to purchase on the Indonesian customers' point of view. Moreover, the relationship of legal issue to purchase intention that is mediated by the behavioral intention to adopt social media signified to have robust role. Followed by the mediating roles of behavioral intention to adopt social media between habit and purchase intention as the second important predictors. The relationship of Performance expectancy and hedonic motivations to purchase intention by the mediation of behavioral intention to adopt social media platforms is ranked accordingly to their robust value.

Chapter 7 Conclusions and Future Study

7.1 Conclusions

The first hypothesis on the relationship of performance expectancy to adopt particular technology, which is social media platforms in this case is in line with some prior study^[38] on the customer's point of view and ^[43] on an organizational point of view. Therefore, the study could justified the relationship of performance expectancy to adopt particular technology is not limited to the customers or organizational point of view. It is due to either customer or organizational point of view represent an individual point of view in experiencing particular technology. In which, as long as an individual find usefulness once using particular technology then they will perceived the benefit. The performance expectancy that is perceived by the user is generalizable to both customers and company. Also, it will only distinct to the employment purpose in which customers will has purpose to satisfy their needed once company purpose is to achieve the work performance by using particular technology. In addition to that, Hypothesis 1 is supported by several prior study^{[160], [159], [124], [54]}. In which the study objectives of the aforementioned prior study is also in line with this study where it is also discuss and supported the positive relationship of utilizing social media as the effect given by perceived usefulness. The survey conducted by the author captured out that Indonesian found social media platforms to be helpful for them in implementing their activity. The Indonesian user declared under the survey that social media platforms is useful in term of product or information searching. More choice regarding the related product and information that they search for is perceived by them once running the social media applications. Regardless to that, the Indonesian users on the behalf of Indonesian digital customers justified social media platforms assist them to quickly find what they are up to. Using social media increases the users' productivity. Hence, the more benefit perceived by the users, the more behavioral intention to adopt social media platforms in Indonesia customers' point of view.

In the Indonesian users' point of view on the effort expectancy toward the behavioral intention to adopt social media platforms does not in line with prior study^{[161], [124], [54], [38], [43]}. The study indicates different result compare to prior study that is proposed on the Hypothesis 2. The relationship between effort expectancy on the behavioral intention to adopt social media platforms in Indonesian customers' perspective indicates a positive relationship. In which, the more ease of use perceived by the users the higher behavioral intention to adopt social media platforms will be. However, the study could not prove the significant result on the positive relationship obtained under the study. There might an assumption arise in the study concerning the insignificant result of effort expectancy to the behavioral intention to adopt social media in Indonesia. As from the

Acknowledgement

THIS DISSERTATION IS DEDICATED TO

My beloved father and mother who always support me with love, care, and prayers

My beloved husband who always be there on my ups and downs

My beloved grandfather and grandmother who always send their prayers to me

My siblings and the whole family who provides me with moral support and care

My supervisor and the entire committee that guide me during my research

Friends I have during my doctoral degree in Wuhan who always physically be around me and share endless moral support to me

Ikramina Larasati Hazrati Havidz

References

- [1] Gewati, M. Digitalisasi itu Kekinian, Bahkan Dalam Berasuransi [N]. KOMPAS, 2017-.
- [2] Kemp, S. Digital in 2017 Southeast Asia: A Study of Internet, Social Media, and Mobile Use Through the Region [J/OL] 2017, 1-197[<http://www.slideshare.net/wearesocialsg/digital-in-2017-southeast-asia>].
- [3] Whiting, A., & Williams, D. Why people use social media: a uses and gratifications approach [J]. *Qualitative Market Research: An International Journal*, 2013,
- [4] Wigmo, J., & Wikström, E. *Social Media Marketing* [D], 2010.
- [5] Syuhada, A. A., & Gambett, W. Online Marketplace for Indonesian Micro Small and Medium Enterprises based on Social Media [J]. *Procedia Technology*, 2013, 11(Iceei): 446-54.
- [6] Parker, C. *301 Ways to Use Social Media to Boost your Marketing* [M]. New York, Chicago, San Fransisco, Lisbon, London, Madrid, Mexico City, Milan, New Delhi, San Juan, Seoul, Singapore, Sydney, Toronto: The McGraw-Hill Companies, 2012.
- [7] Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. E-WOM from e-commerce websites and social media: Which will consumers adopt? [J]. *Electronic Commerce Research and Applications*, 2016, 17(Supplement C): 62-73.
- [8] Yadav, M., & Rahman, Z. Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation [J]. *Telematics and Informatics*, 2017, 34(7): 1294-307.
- [9] Kaplan, A. M., & Haenlein, M. Users of the world, unite! The challenges and opportunities of Social Media [J]. *Business Horizons*, 2010,
- [10] Mangold, W. G., & Faulds, D. J. Social media: The new hybrid element of the promotion mix [J]. *Business Horizons*, 2009,
- [11] Chen, C.-W., & Lien, N.-H. Social media and marketing effectiveness [J]. *Asia Pacific Management Review*, 2017, 22(1): 1-.
- [12] Kujur, F., & Singh, S. Engaging customers through online participation in social networking sites [J]. *Asia Pacific Management Review*, 2017, 22(1): 16-24.
- [13] Chang, Y. T., Yu, H., & Lu, H. P. Persuasive messages, popularity cohesion, and message diffusion in social media marketing [J]. *Journal of Business Research*, 2015,
- [14] Pletikosa Cvijikj, I., & Michahelles, F. Online engagement factors on Facebook brand pages [J]. *Social Network Analysis and Mining*, 2013,

- [15] Chen, I. J., & Popovich, K. Understanding customer relationship management (CRM): People, process and technology [J]. *Business Process Management Journal*, 2003, 9(5): 672-88.
- [16] Wongsansukcharoen, J., Trimetsoontorn, J., & Fongsuwan, W. Social CRM, RMO and business strategies affecting banking performance effectiveness in B2B context [J]. *Journal of Business & Industrial Marketing*, 2015, 30(6): 742-60.
- [17] Wright, B. D., *Social Media and Marketing : Exploring the Legal Pitfalls of User- Generated Content* [J/OL] 2009, 67-86[
- [18] Harsono, H. Indonesia will be Asia's next biggest e-commerce market | TechCrunch [M]. 2016: 1-5.
- [19] APJII T. *Penetrasi & Perilaku Pengguna Internet Indonesia: Survey 2016* [M]. Jakarta. 2016: 1-34.
- [20] Deming, W. E. *Studi E-Commerce Indonesia 2016* [N]. 2016-.
- [21] Wibowo, P. *Digital Revolutions: What it Means for Indonesia Business* [J/OL] 2017, <https://www.mckinsey.com/indonesia/our-insights/digital-revolution-what-it-means-for-indonesian-business>.
- [22] Gupta, A. *Indonesia E-Commerce Market Report 2019 - Driven by Innovative Payment Solutions and Opportunities in the Secondary Cities* [J/OL] 2015, <https://www.slideshare.net/NiteshGupta32/indonesia-e-commerce-market-report-2019-indonesia-ecommerce-industry>.
- [23] Culp, S. *A Comprehensive Approach to Managing Social Media Risk and Compliance* [J]. Accenture, 2011,
- [24] Gryseels, M., & Popli, S. *Indonesian companies have head start in digital economy , but need to accelerate* [M]. Jakarta. 2015.
- [25] Burhanudin, T. *Konsumen Online Indonesia Mudah Percaya Pada Konten Online dan Merek Global* [N]. Marketingcoid, 2017-.
- [26] Kemp, S. *Digital in 2017 Global Overview : A Collection of Internet, Social Media, and Mobile Data from Around the World* [M/OL]. 2017[<https://wearesocial.com/special-reports/digital-in-2017-global-overview>].
- [27] Kunto, G. *Social Media Marketing Report for Indonesia A Strategy Guide to Improve Engagement and Conversion* [M]. SociaBuzz, 2016.
- [28] Junia, M., & Rosyad, U. N. *Kajian Hubungan Antara Iklan Di Media Sosial Dengan Minat Beli Konsumen* [J]. *Prosiding Manajemen Komunikasi*, 2013, ISSN: 2460(55-60).

- [29] Farooq, O., & Mertzanis, C. Media independence and crime as an obstacle to firms' business operations [J]. *Research in International Business and Finance*, 2017, 41(July 2016): 79-89.
- [30] Kompas. Transaksi Akan Dicatat, Pemerintah Himpun Data Laman E-Dagang [N]. KOMPAS, 2017-.
- [31] Widiartanto, Y. H. Revisi UU ITE Disetujui, Ini Poin Perubahannya [N]. KOMPAS, 2016-.
- [32] Assaduzzaman, A. Legal issues in the application of CISG in online sale (e-commerce) contracts [J]. *Computer Law and Security Review*, 2016, 32(6): 840-51.
- [33] Kahar, R., Yamimi, F., Bunari, G., & Habil, H. Trusting the Social Media in Small Business [J]. *Procedia - Social and Behavioral Sciences*, 2012, 66(564-70).
- [34] Suhaili, A. The State of eCommerce Indonesia [M]. 2016.
- [35] Veritrans, & Social, D. eCommerce in Indonesia [M]. *DailySocial & Veritrans*, 2012.
- [36] Looy, A. van. Social media management: technologies and strategies for creating business value [M]. Switzerland: Springer, 2016.
- [37] Maskin, A., & Schlenger, J. Social Media : The New Frontier of Legal Risk Management, New York, F 2014]. *ABA Section of Litigation*.
- [38] Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. User Acceptance of Information Technology: Toward a unified view [J]. *MIS Quarterly*, 2003, 27(3): 425-78.
- [39] Fishbein, M., & Ajzen, I. Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research [M]. 1975.
- [40] Davis, F. D. Perceived Usefulness , Perceived Ease Of Use , And User Acceptance of Information Technology [J]. *MIS Quarterly*, 1989, 13(3): 319-39.
- [41] Ajzen, I. The theory of planned behavior [J]. *Organizational Behavior and Human Decision Process*, 1991, 50(179-211).
- [42] Taylor, S., & Todd, P. A. Understanding Information Technology Usage: A Test of Competing Models [J]. *Information Systems Research*, 1995, 6(2): 144-76.
- [43] Venkatesh, V., Thong, J. Y. L., & Xu, X. Consumer Acceptance and Use of Information Technology : Extending the Unified Theory [J]. *MIS Quarterly*, 2012, 36(1): 157-78.
- [44] Chang, A. Utaut and Utaut 2: A Review and Agenda for Future Research [J]. *Journal The WINNERS*, 2012, 13(2): 106-14.
- [45] Chu, C.-W., & Lu, H.-P. Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework [J]. *Internet Research*, 2007,
- [46] Rauniar, R., Rawski, G., Crumbly, J., & Simms, J. C2C Online Auction Website Performance: Buyer'S Perspective [J]. *Journal of Electronic Commerce Research*, 2009,

- [47] Duggan, M. The Demographics of Social Media Users [J/OL] 2015,
- [48] Hogg, M., & Terry, D. Tale of Two Theories: A Critical Comparison of Identity Theory with Social Identity [J]. *Social Psychology Quarterly*, 1995,
- [49] Singh, S. *Social Media Marketing for Dummies* [M]. 2010.
- [50] Evans, D., & Mckee, J. *Social Media Marketing: The Next Generation of Business Engagement* [M]. 1st ed. Canada: Wiley Publishing, Inc., 2010.
- [51] Kelly, R. E., & Lewis, P. E. T. Household Demand for Internet Connection [J]. *Journal of Media Economics*, 2001, 14(4): 249-65.
- [52] Oliveira, T., Thomas, M., Baptista, G., & Campos, F. Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology [J]. *Computers in Human Behavior*, 2016, 61(2016): 404-14.
- [53] Thongpapanl, N. (Tek), Ashraf, A. R., Lapa, L., & Venkatesh, V. Differential Effects of Customers' Regulatory Fit on Trust, Perceived Value, and Mcommerce Use among Developing and Developed Countries [J]. *Journal of International Marketing*, 2018, 26(3): 22-44.
- [54] Tak, P., & Panwar, S. Using UTAUT 2 model to predict mobile app based shopping: evidences from India [J]. *Journal of Indian Business Research*, 2017, 9(3): 248-64.
- [55] Malhotra, N. K., Kim, S. S., & Patil, A. Common Method Variance in IS Research: A Comparison of Alternative Approaches and a Reanalysis of Past Research [J]. *Management Science*, 2006, 52(12): 1865-83.
- [56] Mehmet, M. I., & Clarke, R. J. B2B social media semantics: Analysing multimodal online meanings in marketing conversations [J]. *Industrial Marketing Management*, 2016, 54(92-106).
- [57] Trainor, K. J., Andzulis, J., Rapp, A., & Agnihotri, R. Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM [J]. *Journal of Business Research*, 2014, 67(6): 1201-8.
- [58] Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. Social media in marketing: A review and analysis of the existing literature [J]. *Telematics and Informatics*, 2017, 34(7): 1177-90.
- [59] Khasawneh, R. T., & Abu-Shanab, E. A. E-Government and Social Media Sites: The Role and Impact [J]. *World Journal of Computer Application and Technology*, 2013, 1(1): 10-7.
- [60] Harris, a. L., & Rea, I. A. Web 2.0 and virtual world technologies: A growing impact on IS education [J]. *Journal of Information Systems Education*, 2010,

- [61] Safko, L., & Brake, D. K. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success* [M]. 2009.
- [62] Elefant, C. the "Power" of Social Media: Legal Issues & Best Practices for Utilities Engaging Social Media [J]. *Energy Law Journal*, 2011,
- [63] Keinänen, H., & Kuivalainen, O. Antecedents of social media B2B use in industrial marketing context: customers' view [J]. *Journal of Business & Industrial Marketing*, 2015, 30(6): 711-22.
- [64] Toor, A., Husnain, M., & Hussain, T. The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator [J]. *Asian Journal of Business & Accounting*, 2017, 10(1): 167-99.
- [65] Moretti, A., & Tuan, A. Social media marketing and relationship marketing : revolution or evolution ? A first step analysis [J]. *Sinergie journal*, 2014, 93(Gennaio-Aprile): 115-37.
- [66] Felix, R., Rauschnabel, P. A., & Hinsch, C. Elements of strategic social media marketing: A holistic framework [J]. *Journal of Business Research*, 2017, 70(118-26).
- [67] Hall-Phillips, A., Park, J., Chung, T.-L., Anaza, N. A., & Rathod, S. R. I (heart) social ventures: Identification and social media engagement [J]. *Journal of Business Research*, 2016, 69(2): 484-91.
- [68] Laudon, K. C., & Traver, C. G. *E-commerce: business, technology, society* [M]. 2014.
- [69] Aral, S., Dellarocas, C., & Godes, D. Introduction to the Special Issue--Social Media and Business Transformation: A Framework for Research [J]. *Information Systems Research*, 2013,
- [70] Kozinets, R. V, de Valck, K., Wojnicki, A. C., & Wilner, S. J. Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities [J]. *Journal of Marketing*, 2010,
- [71] Bataineh, A. Q. The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image [J]. *International Journal of Marketing Studies*, 2015, 7(1):
- [72] Yadav, M. S., de Valck, K., Hennig-Thurau, T., Hoffman, D. L., & Spann, M. Social commerce: A contingency framework for assessing marketing potential [J]. *Journal of Interactive Marketing*, 2013, 27(4): 311-23.
- [73] Soares, A. M., Pinho, J. C., & Nobre, H. From Social to Marketing Interactions: The Role of Social Networks [J]. *Journal of Transnational Management*, 2012, 17(1): 45-62.
- [74] Saleem, M. A., Zahra, S., & Yaseen, A. Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry [J]. *Asia Pacific Journal of Marketing and Logistics*, 2017, 29(5): 1136-59.

- [75] Liou, D. K., Chih, W. H., Hsu, L. C., & Huang, C. Y. Investigating information sharing behavior: the mediating roles of the desire to share information in virtual communities [J]. *Information Systems and e-Business Management*, 2016,
- [76] Chahal, H., & Rani, A. How trust moderates social media engagement and brand equity [J]. *Journal of Research in Interactive Marketing*, 2017, 11(3): 312-35.
- [77] Lu, Y., Zhao, L., & Wang, B. From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention [J]. *Electronic Commerce Research and Applications*, 2010, 9(4): 346-60.
- [78] Oh, J., Yoon, S., & Park, B. A structural approach to examine the quality attributes of e-shopping malls using the Kano model [J]. *Asia Pacific Journal of Marketing and Logistics*, 2012, 24(2): 305-27.
- [79] Grabner-Kräuter, S. Web 2.0 Social Networks: The Role of Trust [J]. *Journal of Business Ethics*, 2009, 90(4): 505-22.
- [80] Zhou, T. Examining mobile banking user adoption from the perspectives of trust and flow experience [J]. *Information Technology and Management*, 2012, 13(1): 27-37.
- [81] Lin, L., & Lu, C. The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth [J]. *Tourism Review*, 2010, 65(3): 16-34.
- [82] Sarabdeen, J. Legal Risks in Social Media Marketing [J]. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 2014, 4(3):
- [83] Light, B., & Mcgrath, K. Information Technology & People Ethics and social networking sites: a disclosive analysis of Facebook Ethics and social networking sites: a disclosive analysis of Facebook [J]. *Information Technology & People Library Hi Tech News Iss People*, 2010,
- [84] Linke, A., & Zerfass, A. Social media governance: regulatory frameworks for successful online communications [J]. *Journal of Communication Management*, 2013,
- [85] Laundau Steinman, M., & Hawkins, M. When Marketing Through Social Media, Legal Risks Can Go Viral (White Paper) [J/OL] 2010, 1-14[
- [86] Vardeman-Winter, J., & Place, K. Public Relations Culture, Social Media, and Regulation [J]. *Journal of Com Management Management*, 2015, 19(4): 335-53.
- [87] Curtin, P. A., & Gaither, T. K. *Global Public Relations and the Circuit of Culture* [M]. 2007.
- [88] Basha, H. *Social Media and the Law* [M]. Cornwall. 2013: 151-8.

- [89] Au, Y. A., & Kauffman, R. J. The economics of mobile payments: Understanding stakeholder issues for an emerging financial technology application [J]. *Electronic Commerce Research and Applications*, 2008, 7(2): 141-64.
- [90] C. Van Den Berg, A., & W.M. Verhoeven, J. Understanding Social Media Governance: Seizing Opportunities, Staying Out of Trouble [J]. *Corporate Communications : An International Journal*, 2017, 22(1): 149-64.
- [91] Cruz, R. *Social Media To Go: A Compilation of Best Practices, Policies, and How-To Guides* [M]. Georgia: Public Service & Outreach, The University of Georgia, 2012.
- [92] Bretschneider, S., & Parker, M. Organization formalization, sector and social media: Does increased standardization of policy broaden and deepen social media use in organizations? [J]. *Government Information Quarterly*, 2016, 33(4): 614-28.
- [93] Kotler, P., & Armstrong, G. *Principles of Marketing* [M]. 14th ed. New Jersey: Pearson Prentice Hall, 2011.
- [94] Kim, D. J., Ferrin, D. L., & Raghav Rao, H. Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration [J]. *Information Systems Research*, 2009,
- [95] Xia, L., & Bechwati, N. N. Word of Mouse: The role of cognitive personalization in online consumer reviews [J]. *Journal of Interactive Advertising*, 2010,
- [96] Chen, Y. H., Hsu, I. C., & Lin, C. C. Website attributes that increase consumer purchase intention: A conjoint analysis [J]. *Journal of Business Research*, 2010, 63(9-10): 1007-14.
- [97] Cardell, C., Jay, J., Yates, M., & Danbury, J. *Internet Marketing Essentials 1001 Ways to Get More Customers from the Creators of the Complete Digital Marketing System* [M]. London: Digital Lighthouse Navigating your Online Marketing, 2014.
- [98] Gligor, V., & Wing, J. *Towards a theory of trust in networks of humans and computers*, Cambridge, UK, F 2011].
- [99] Ma, J., & A. Orgun, M. Trust management and trust theory revision [J]. *IEEE Transactions on Systems, Man, and Cybernetics Part A: Systems and Humans*, 2006, 36(3): 451-60.
- [100] Karami, A., Bozbay, Z., & Arghashi, V. The influence of social media trust on consumer behavioral intention in tourism industry; proceedings of the The 2nd Conference on Management and Business, F, 2018 [C]. University of Tabriz.
- [101] Robbins, B. G. What is Trust? A Multidisciplinary Review, Critique, and Synthesis [J]. *Sociology Compass*, 2016, 10(10): 972-86.

- [102] Sharma, B. K., Arora, L., & Parmar, S. Impact of Trust and Security on Purchase Intention with reference to Online Purchase through Social Media [J]. *The Indian Management Researcher*, 2017, 4 (2)(2017): 1-9.
- [103] Wang, X., Yu, C., & Wei, Y. Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework [J]. *Journal of Interactive Marketing*, 2012, 26(4): 198-208.
- [104] Sung, H., Kim, W.-J., & Shin, J.-I. The Antecedent and Consequence of Trust in Social Shopping Haengnam [J]. *International Journal of Security and Its Applications*, 2016, 10(11): 143-52.
- [105] Higgins, E. T. Beyond Pleasure and Pain [J]. *American Psychologist*, 1997, 52(12): 1280-300.
- [106] Trudel, R., Murray, K. B., & Cotte, J. Beyond expectations: The effect of regulatory focus on consumer satisfaction [J]. *International Journal of Research in Marketing*, 2012, 29(1): 93-7.
- [107] Mowle, E. N., Georgia, E. J., Doss, B. D., & Updegraff, J. A. Application of regulatory focus theory to search advertising [J]. *Journal of Consumer Marketing*, 2014, 31(6-7): 494-502.
- [108] Tuan Pham, M., & Chang, H. H. Regulatory Focus, Regulatory Fit, and the Search and Consideration of Choice Alternatives [J]. *Journal of Consumer Research*, 2010, 37(4): 626-40.
- [109] Wang, Y., Kandampully, J., & Jia, H. (Michael). "Tailoring" customization services: Effects of customization mode and consumer regulatory focus [J]. *Journal of Service Management*, 2013, 24(1): 82-104.
- [110] Brenninkmeijer, V., & Hekkert-Koning, M. To craft or not to craft: The relationships between regulatory focus, job crafting and work outcomes [J]. *Career Development International*, 2015, 20(2): 147-62.
- [111] Fischer, D., Mauer, R., & Brettel, M. Regulatory focus theory and sustainable entrepreneurship [J]. *International Journal of Entrepreneurial Behavior & Research*, 2018, 24(2): 408-28.
- [112] Zivnuska, S., Kacmar, K. M., & Valle, M. The mechanisms of regulatory focus: Mindfulness, leader-member exchange, and motivational outcomes [J]. *Career Development International*, 2017, 22(1): 37-49.
- [113] Tseng, H., & Kang, L. How does regulatory focus affect uncertainty towards organizational change? [J]. *Leadership & Organization Development Journal*, 2008, 29(8): 713-31.

- [114] Haws, K., Dholakia, U. M., & Bearden, W. O. An Assessment of Chronic Regulatory Focus Measures [J]. *Journal of Marketing Research*, 2010, XLVII(October): 967-82.
- [115] Shao, W., Grace, D., & Ross, M. Self-regulatory focus and advertising effectiveness [J]. *Marketing Intelligence & Planning*, 2015, 33(4): 612-32.
- [116] Senthil Kumar, N., Saravanakumar, K., & Deepa, K. On Privacy and Security in Social Media - A Comprehensive Study, India, F 2016]. Elsevier Masson SAS.
- [117] Mekovec, R., & Hutinski, Ž. The role of perceived privacy and perceived security in online market [J]. *MIPRO, 2012 Proceedings of the 35th International Convention*, 2012, 1883-8.
- [118] OECD. Toolkit for Protecting Digital Consumers: A Resource for G20 Policy Makers [M]. Buenos Aires. 2018: 1-98.
- [119] Canares, M. Online Privacy : Will they care ? Teenagers Use of Social Media and their Understanding of Privacy Issues in Developing Countries [M]. Washington. 2018: 1-16.
- [120] SECRETARIAT U. United Nations Conference on Trade and Development [M]. Geneva. 2015: 1-20.
- [121] Gao, Z., & O'Sullivan-Gavin, S. The development of consumer privacy protection policy in China: a historical review [J]. *Journal of Historical Research in Marketing*, 2015, 7(2): 232-55.
- [122] Barath, K. S., & Mahalakshmi, V. Legal Issues in E-Commerce Transactions- An Indian Perspective [J]. *International Journal on Recent and Innovation Trends in Computing and Communication*, 2016, 4(11): 184-91.
- [123] Mohammed, Z. A., & Tejay, G. P. Examining privacy concerns and ecommerce adoption in developing countries: The impact of culture in shaping individuals' perceptions toward technology [J]. *Computers and Security*, 2017, 67(254-65).
- [124] Rahi, S., & Ghani, M. A. The role of UTAUT, DOI, perceived technology security and game elements in internet banking adoption [J]. *World Journal of Science, Technology and Sustainable Development*, 2018, 15(4): 338-56.
- [125] Liddy, C. Commercial security on the Internet [J]. *Information Management & Computer Security*, 1996, 4(1): 47-9.
- [126] Finn, R. L., & Wadhwa, K.. The ethics of "smart" advertising and regulatory initiatives in the consumer intelligence industry [J]. *Info*, 2014, 16(3): 22-39.
- [127] Government Communication and Information System Republic of South Africa. (2011). *Social Media Policy Guidelines*.
Social Media Policy Guidelines [M]. 2011.

- [128] Indonesia Government. Law No 8/1999 Concerning on Consumers' Protection (Unofficial English Version) [M]. 1999.
- [129] Boateng, H., & Okoe, A. Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation [J]. *Journal of Research in Interactive Marketing*, 2015, 9(4): 299-312.
- [130] Zhou, L., & Wang, T. Social media: A new vehicle for city marketing in china [J]. *Cities*, 2014, 37(27-32).
- [131] Choi, Y. K., Seo, Y., & Yoon, S. E-WOM messaging on social media: Social ties, temporal distance, and message concreteness [J]. *Internet Research*, 27 (3), 2017,
- [132] Jiménez, F. R., & Mendoza, N. Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products [J]. *Journal of Interactive Marketing*, 2013, 27(3): 226-35.
- [133] Jones, N., Borgman, R., & Ulusoy, E. Impact of social media on small businesses [J]. *Journal of Small Business and Enterprise Development*, 2015, 22(4): 182-205.
- [134] Mishra, S., & Tyagi, A. Understanding Social Media Mindset of Consumers: An Indian Perspectives [J]. *Journal of Information System and Technology Management*, 2015, 12(2): 203-18.
- [135] Hofacker, C., & Belanche, D. Eight social media challenges for marketing managers [J]. *Spanish Journal of Marketing - ESIC*, 2016, 20(2): 73-80.
- [136] Rastogi, V. Indonesia's E-Commerce Sector - Market Potential and Challenges [M]. ASEAN Briefing. 2018.
- [137] Kemp, S. Digital in 2018 in Essential Insights into Internet, Social Media, Mobile, and Ecommerce Use Around the World [M/OL]. 2018 [<https://www.slideshare.net/wearesocial/digital-in-2018-in-southeast-asia-part-2-southeast-86866464%0Ahttps://www.slideshare.net/wearesocial/digital-in-2018-in-southeast-asia-part-1-northwest-86866386%0Ahttps://www.slideshare.net/wearesocial/digital-in-2018>].
- [138] ecommerce IQ. Top Ecommerce Sites Indonesia [M]. Ecommerce IQ. 2018.
- [139] Das, K., Tamhane, T., Vatterot, B., Wibowo, P., & Wintels, S. The digital archipelago : How online commerce is driving Indonesia ' s economic development [M]. Indonesia. 2018: 1-87.
- [140] Ambari, M. Dikukuhkan di New York, Jumlah Pulau Indonesia Kini Sebanyak [N]. Mongabay Situs Berita Lingkungan, 2018-.

- [141] Indonesia Investments. McKinsey Expects Great Growth for Indonesia's E-Commerce Market [N]. Indonesia Investments, 2018-.
- [142] Ho, S. What consumers think of Indonesia's top 6 ecommerce sites [N]. Tech In Asia, 2018-.
- [143] Tech Wire Asia. Indonesia's e-commerce landscape: Bigger market, bigger challenges [J/OL] 2018, <https://techwireasia.com/2018/08/indonesias-e-commerce-landscape-bigger-market-bigger-challenges/>.
- [144] Bui, M., & Kemp, E. E-tail emotion regulation: examining online hedonic product purchases [J]. *International Journal of Retail & Distribution Management*, 2013, 41(2): 155-70.
- [145] Li, D., Zhang, J., Xiao, Z., & Wu, X. Country Image, e-WOM and Purchase Intention of Korean Products in China-With Korean Cosmetic Products as an Example [J]. *Thirteenth Wuhan International Conference on E-Business*, 2014, 2014, 324-31.
- [146] Bi, J. Study on the Relationship among Individual Differences, E-WOM Perception and Purchase Intention [J]. *Journal of Chinese Marketing*, 2010, 3(2): 31-5.
- [147] Li, Y., Zhou, F., & Zhang, H. A relationship on the model among E-WOM, Corporate reputation and purchase intention; proceedings of the Proceedings of the International Conference on E-Business and E-Government, ICEE 2010, F 2010, 2010 [C].
- [148] Alfina, I., Ero, J., Hidayanto, A. N., & Shihab, M. R. The impact of cognitive trust and e-wom on purchase intention in C2C e-commerce site [J]. *Journal of Computer Science*, 2014, 10(12): 2518-24.
- [149] Relling, M., Schnittka, O., Sattler, H., & Johnen, M. Each can help or hurt: Negative and positive word of mouth in social network brand communities [J]. *International Journal of Research in Marketing*, 2016, 33(1): 42-58.
- [150] Trusov, M., Bucklin, R. E., & Pauwels, K. Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site [J]. *Journal of Marketing*, 2009,
- [151] Das, K., Tamhane, T., Vatterot, B., Wibowo, P., & Wintels, S. Executive Summary on The digital archipelago : How online commerce is driving Indonesia ' s economic development [M]. Indonesia. 2018: 1-12.
- [152] Husein, Z., Sirie, M. I., Rahman, A. A., & Hamzah, A. Digital business in Indonesia : overview [J]. *Practical Law Country Q&A*, 2018, 1-23.
- [153] Siregar, O. Survey BPKN pada Belanja Supermarket 2011 [J/OL] 2015, <http://citraindonesia.com/ini-hasil-survey-bpkn-2011/31/>.

- [154] Anggara, Eddyono, S. W., & Djafar, W. Menyeimbangkan Hak : Tantangan Perlindungan Privasi dan Menjamin Akses Keterbukaan Informasi dan Data di Indonesia [M]. Jakarta: Institute for Criminal Justice Reform, 2015.
- [155] Manetti, G., & Bellucci, M. The use of social media for engaging stakeholders in sustainability reporting [J]. *Accounting, Auditing & Accountability Journal*, 2016, 29(6): 985-1011.
- [156] Gandomi, A., & Haider, M. Beyond the hype: Big data concepts, methods, and analytics [J]. *International Journal of Information Management*, 2015, 35(2): 137-44.
- [157] Leung, X. Y. ., Bai, B. ., & Stahura, K. A. The Marketing Effectiveness of Social Media in the Hotel Industry: A Comparison of Facebook and Twitter [J]. *Journal of Hospitality and Tourism Research*, 2015,
- [158] Wang, Z., & Kim, H. G. Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective [J]. *Journal of Interactive Marketing*, 2017, 39(15-26).
- [159] Offong, G. O., & Costello, J. Enterprise social media impact on human resource practices [J]. *Evidence-based HRM: a Global Forum for Empirical Scholarship*, 2017, 5(3): 328-43.
- [160] Nawi, N. B. C., Mamun, A. Al, Nasir, N. A. B. M., Shokery, N. M. bt A. H., Raston, N. B. A., & Fazal, S. A. Acceptance and usage of social media as a platform among student entrepreneurs [J]. *Journal of Small Business and Enterprise Development*, 2017, 24(2): 375-93.
- [161] Mansoori, K. A. Al, Sarabdeen, J., & Tchanchane, A. L. Investigating Emirati citizens' adoption of e-government services in Abu Dhabi using modified UTAUT model [J]. *Information Technology & People*, 2018, 31(2): 455-81.
- [162] McKeown, T., & Anderson, M. UTAUT: capturing differences in undergraduate versus postgraduate learning? Tui [J]. *Education + Training*, 2016, 58(9): 945-65.
- [163] Arif, M., Ameen, K., & Rafiq, M. Factors affecting student use of Web-based services: Application of UTAUT in the Pakistani context [J]. *The Electronic Library*, 2018, 36(3): 518-34.
- [164] Saxena, S., & Janssen, M. Examining open government data (OGD) usage in India through UTAUT framework [J]. *Foresight*, 2017, 19(4): 421-36.
- [165] Chen, C. C., & Huang, T. C. Learning in a u-Museum: Developing a context-aware ubiquitous learning environment [J]. *Computers and Education*, 2012, 59(3): 873-83.
- [166] Gupta, A., & Dogra, N. Tourist Adoption of Mapping Apps: a Utaut2 Perspective of Smart Travellers [J]. *Tourism and hospitality management*, 2017, 23(2): 145-61.

- [167] Alazzam, M. B., Al-Sharo, Y. M., & Al-Azzam, M. K. Developing (UTAUT 2) model of adoption mobile health application in Jordan E-government [J]. *Journal of Theoretical and Applied Information Technology*, 2018, 96(12): 3846-60.
- [168] Harsono, L. D., & Suryana, L. A. Factors Affecting the Use Behavior of Social Media Using UTAUT 2 Model, Singapore, F 2014, 2014 [C]. AP14Singapore Conference.
- [169] Scott, S. G., & Lane, V. R. A Stakeholder Approach to Organizational Identity [J]. *Academy of Management Review*, 2000, 25(1): 43-62.
- [170] Shankar, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S., & Morrissey, S. Mobile Shopper Marketing: Key Issues, Current Insights, and Future Research Avenues [J]. *Journal of Interactive Marketing*, 2016,
- [171] See-To, E. W. K., & Ho, K. K. W. Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis [J]. *Computers in Human Behavior*, 2014, 31(1): 182-9.
- [172] Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior [J]. *Journal of Business Research*, 2016, 69(12): 5833-41.
- [173] Wenjing Duan, Bin Gu, & Whinston, A. B. Decision Support Systems : Do online reviews matter? — An empirical investigation of panel data [J]. *Decision Support Systems*, 2008,
- [174] Yang, T. The decision behavior of Facebook users [J]. *Journal of Computer Information Systems*, 2012,
- [175] Prahalad, C. K., & Ramaswamy, V. Co-creating Unique Value with Customers [J]. *Strategy & Leadership*, 2004, 32(3): 4-9.
- [176] Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y [J]. *Procedia - Social and Behavioral Sciences*, 2014, 148(177-85).
- [177] Duffett, R. G. Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials [M]. 2015.
- [178] Rice, S. C. Reputation and uncertainty in online markets: An experimental study [J]. *Information Systems Research*, 2013, 27(4): 311-23.
- [179] Park, D., & Kim, S. The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews [J]. *Electronic Commerce Research and Applications*, 2008,
- [180] Cheung, C. M. K., & Thadani, D. R. The State of Electronic Word-Of-Mouth Research: A Literature Analysis; proceedings of the Proceedings of the 32nd Hawaii International

- COnference on System SciencesPacific Asia COnference on Information Systems PACIS, F 2010, 2010 [C].
- [181] Kim, A. J., & Ko, E. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand [J]. *Fashion Marketing and Consumption of Luxury Brands*, 2012,
- [182] Kaur, G., & Quareshi, T. K. Factors obstructing intentions to trust and purchase products online [J]. *Asia Pacific Journal of Marketing and Logistics*, 2015, 27(5): 758-83.
- [183] Weisberg, J., Te'eni, D., & Arman, L. Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust [J]. *Internet Research*, 2011, 21(1): 82-96.
- [184] Hong, I. B., & Cha, H. S. The mediating role of consumer trust in an online merchant in predicting purchase intention [J]. *International Journal of Information Management*, 2013, 33(927-39).
- [185] Langfred, C. W. Too Much of a Good Thing? Negative Effect of High Trust and Individual Autonomy in Self - Managing Teams [J]. *Academy of Management Journal*, 2004, 47(3): 385-99.
- [186] Nielsen. E-commerce: Evolution or revolution in the fast-moving consumer goods world? [M]. USA & the Netherlands. 2014: 1-21.
- [187] Hohmann, U. *Quantitative Methods in Education Research* [M]. University of Plymouth, 2006.
- [188] Suhr, D., D. Exploratory or confirmatory factor analysis? [J]. *Statistics and Data analysis*, 2006, 1-17.
- [189] Hill, R. What sample size is "enough" in internet survey research? [J]. *An Electronic Journal for the 21st Century*, 1998, 6(3-4): 1-10.
- [190] Johanson, G., A., & Brooks, G., P. Initial scale development: Sample size for pilot studies [J]. *Educational and Psychological Measurement*, 2010, 70(3): 394-400.
- [191] Hair, J. F. J. *Multivariate Data Analysis* [M]. N.J: Prentice Hall, 2006.
- [192] Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. *Multivariate Data Analysis* [M]. Seventh Ed ed. United States of America: Pearson Education Ltd, 2014.
- [193] Tabachnick, B., G., & Fidell, L., S. *Using Multivariate Statistics* [M]. Third ed ed.: New York: Harpoer Collings College Publishers, 1996.
- [194] Megadewandanu, S., Suyoto, & Pranowo. Exploring Mobile Wallet Adoption in Indonesia Using UTAUT2 An Approach from Consumer Perspective, Yogyakarta, F 2016, 2016 [C]. Institute of Electrical and Electronics Engineers Inc.

- [195] Chopdar, P. K., Korfiatis, N., Sivakumar, V. J., & Lytras, M. D. Mobile shopping apps adoption and perceived risks: A cross-country perspective utilizing the Unified Theory of Acceptance and Use of Technology [J]. *Computers in Human Behavior*, 2018, 86(109-28).
- [196] Attuquayefio, S. N., & Addo, H. Using the UTAUT model to analyze students' ICT adoption [J]. *International Journal of Education and Development using Information and Communication Technology*, 2014, 10(3): 75-86.
- [197] Altaf, N. Impact of Social Media on Consumer's Buying Decisions [J]. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 2014, 3(7): 1-7.
- [198] Westjohn, S. A., Arnold, M. J., Magnusson, P., & Reynolds, K. The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global Versus Local Consumer Culture Positioning [J]. *Journal of International Marketing*, 2016, 24(2): 22-39.
- [199] Pham, T. T. T., & Ho, J. C. The effects of product-related, personal-related factors and attractiveness of alternatives on consumer adoption of NFC-based mobile payments [J]. *Technology in Society*, 2015, 43(159-72).
- [200] Duffett, R. G. Influence of social media marketing communications on young consumers' attitudes [J]. *Young Consumers*, 2017, 18(1): 19-39.
- [201] Garson, D. G. *Partial Least Squares: Regression & Structural Equation Models* [M]. 2016.
- [202] Nunnally, J., C., & Bernstein, I., H. *Psychometric Theory*, 3rd edn, 1994 [M]. 3rd ed. New York: McGraw-Hill, 1994.
- [203] George, D., & Mallery, P. *SPSS for windows step by step: A simple guide and reference* [M]. MA: Allyn & Bacon, 1999.
- [204] Henseler, J., Ringle, C. M., & Sarstedt, M. A new criterion for assessing discriminant validity in variance-based structural equation modeling [J]. *Journal of the Academy of Marketing Science*, 2014, 43(1): 115-35.
- [205] Teo, T. S. H., Srivastava, S. C., & Jiang, L. Trust and Electronic Government Success: An Empirical Study [J]. *Journal of Management Information Systems*, 2008, 25(3): 99-132.
- [206] Clark, L. A., & Watson, D. Constructing Validity: Basic Issues in Objective Scale Development [J]. *Psychological Assessment*, 1995, 7(3): 309-19.
- [207] Kline, R. B. *Principles and Practice of Structural Equation Modeling* [M]. Third ed. New York, London: The Guilford Press, 2011.

- [208] Henseler, J., Ringle, C. M., & Sinkovics, R. The use of partial least squares path modeling in international marketing [J]. *Advances in International Marketing*, 2009, 20(2009): 277-319.
- [209] Ghalandari, K. The Effect of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions on Acceptance of E-Banking Services in Iran: the Moderating Role of Age and Gender [J]. *Middle-East Journal of Scientific Research*, 2012, 12(6): 801-7.
- [210] Sung, H. N., Jeong, D. Y., Jeong, Y. S., & Shin, J. I. The relationship among self-efficacy, social influence, performance expectancy, effort expectancy, and behavioral intention in mobile learning service [J]. *International Journal of u- and e- Service, Science and Technology*, 2015, 8(9): 197-206.
- [211] Manaf, N. R., & Ariyanti, M. Exploring Key Factors on Technology Acceptance of Mobile Payment Users in Indonesia Using Modified Unified Theory of Acceptance and Use of Technology (UTAUT) Model Use Case: ABC Easy Tap, Jakarta, F 2016, 2016 [C].
- [212] Prahalad, C. K., & Ramaswamy, V. *Future of Competition: Co-Creating Unique Value with Customers* [M]. Boston; Harvard Business School Press. 2004.
- [213] Kotorov, R. P. Ubiquitous organization: organizational design for e-CRM [J]. *Business Process Management Journal*, 2002, 8(3): 218-32.
- [214] Opgenhaffen, M., & Claeys, A.-S. Between hope and fear: developing social media guidelines [J]. *Employee Relations*, 2017, 39(2): 130-44.
- [215] Lehmkuhl, T. *Towards Social CRM - A Model for Deploying Web 2.0 in Customer Relationship Management* [D], 2014.
- [216] Derham, R., Cragg, P., & Morrish, S. *Creating Value: An SME And Social Media; proceedings of the Conference: Pacific Asia Conference on Information Systems, Australia, 7-11 July 2011, F, 2011* [C]. PACIS 2011: Quality Research in Pacific Asia, Brisbane, Queensland, .
- [217] Flynn, N. *The Social Media Handbook: Rules, Policies, and Best Practises to Successfully Manage your Organization's Social Media Presence, Posts, and Potential* [M]. John Willey and Sons, 2012.

List of Publications

1. Havidz, Ikramina Larasati Hazrati; Iqbal, Muhammad Khalid; & Aima, M. Havidz. (2017) "Determinants of Purchase Intention in Indonesia Online Customers", 14th International Conference on Innovation and Management, pp. 495-499.
2. Havidz, Ikramina Larasati Hazrati; Aima, M. Havidz; Ali, Hapzi; & Iqbal, Muhammad Khalid. (2018). 'Intention to Adopt WeChat Mobile Payment Innovation toward Indonesia Citizenship Based in China', International Journal of Application or Innovation in Engineering & Management, 7(6), pp. 105-117.
3. Havidz, Ikramina Larasati Hazrati; Aima, M. Havidz; & Wiratih, Hernawati W. Retno. (2018). "Determinants of Intention to Recommend WeChat Mobile Payment Innovation in China to be Implemented in Indonesia", International Journal of Advanced Engineering Research and Science, 5(7), pp. 297-310. doi: 10.22161/ijaers.5.7.39.
4. Iqbal, Muhammad Khalid; Raza, Ali; & Havidz, Ikramina Larasati Hazrati. (2017) "An Empirical Study of Factors Effecting Consumer Purchase Intention: A Case from Pakistan", 14th International Conference on Innovation and Management, pp. 1643-1647.
5. Iqbal, Muhammad Khalid; Raza, Ali; Mushtaq, Hammad; Ahmed Fawad; & Havidz, Ikramina Larasati Hazrati. (2018) "Research on Exploring the Influence of Customer's Openness to Experience on Online Purchase Intention", IOSR Journal of Business and Management, 20(6), pp. 14-18.