INVESTIGATING THE IMPACT OF TECHNOLOGY IN ENHANCING PURCHASE INTENTION THROUGH FLOW EXPERIENCE, PERCEIVED VALUE, AND ELECTRONIC WORD-OF-MOUTH IN SOCIAL COMMERCE

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Abstract

The purpose of this study is to examine how technology features, particularly augmented reality, personalization, and customization, affect Indonesian social commerce users' intents to make purchases. The study incorporates flow experience, perceived value, and electronic word-of-mouth as mediating processes explaining consumer behavioral responses. It is based on the Stimulus-Organism-Response (S-O-R) framework. Online surveys using Google Forms were used to collect data in a quantitative study with a causal research design. Purposive sampling was used to pick 320 active social commerce users for the sample. Structural Equation Modeling (SEM) with AMOS software was used to analyze the data. The findings show that flow experience and perceived value are positively and significantly impacted by augmented reality. Customization and personalization, on the other hand, had a considerable positive direct impact on perceived value even if they had no discernible effect on flow experience. Additionally, it was discovered that flow experience improved electronic word-of-mouth and perceived value. Electronic word-of-mouth, which eventually turned out to be the most powerful predictor of purchase intention, was heavily influenced by perceived value. These results demonstrate how crucial user-generated reviews and immersive graphic elements are for maximizing sales conversion rates on social commerce platforms.

Keywords: Social Commerce; Augmented Reality; Customization; Personalization; E-WOM, Purchase Intention

INTRODUCTION

With the growth of the digital economy, the way Indonesians conduct transactions has changed. Previously, they relied on conventional methods; now, they use social e-commerce platforms digital business tools that integrate social media with commerce enabling both social interaction and transactions to take place on a single platform (Sintia et al., 2023). Through the platform, consumers can search for product information, communicate with sellers, read user reviews and even make payments without switching applications. This integration of social media and commercial activity positions social commerce as a key innovation driving the evolution of digital marketing and shifting consumer shopping habits (Kakkar et al., 2025).

The development of digital infrastructure and high rates of technology adoption among the public are driving the growth of social commerce in Indonesia. According to the Digital 2025 report, approximately 212 million people in Indonesia use the internet, representing 74.6% of the national population (Kemp, 2025). Furthermore, the number of active social media users has reached approximately 143 million accounts—representing 50.2% of Indonesia's population—while the level of public connectivity is also reflected in the 356 million active mobile connections, or about 125% of the total population; this indicates that a portion of the public uses more than one digital communication device (Kemp, 2025). This situation indicates that Indonesia possesses significant market potential to support the future growth of social commerce.

With the advancement of digital technology, the way customers obtain information and make purchasing decisions has changed. Social media is now used not only for communication but also serves as a vital source of information for customers researching specific products before making a purchase (Sintia et al., 2023). These behavioral changes have prompted companies to increase investment in digital marketing strategies through collaborations with content creators and influencers (Koesuma & Kurniawati, 2022). Short-form video is a widely used type of content because it can capture customer attention quickly and boost engagement with the promoted products (Ghenie et al., 2025). Therefore, social media has now become a crucial marketing method for influencing customers' purchasing decisions. (Kemp, 2025).

The social commerce ecosystem in Indonesia is expanding through various platforms such as TikTok Shop, Instagram Shopping, Shopee Live, and Facebook Marketplace, surveys indicate that approximately 86% of Indonesians use social media for shopping, while around 40% actively conduct transactions via these platforms. On the other hand, the digitalization of over 25.5 million MSMEs has made competition among sellers increasingly intense (Supriyanto, 2026). This situation encourages businesses to build better relationships with consumers by providing engaging shopping experiences. One widely used strategy is leveraging electronic word-of-mouth, as user recommendations and reviews have been proven to boost consumer trust in a product (Koesuma & Kurniawati, 2022).

Although the use of live shopping features has seen rapid growth, the resulting purchase conversion rates remain suboptimal, even though approximately 64% of consumers in Southeast Asia have accessed live shopping services as part of their digital shopping activities (Supriyanto, 2026). However, in Indonesia, only about 62% of viewers proceed to the purchasing stage, and only around 33% actually complete the purchase transaction (Supriyanto, 2026). The discrepancy between high levels of user engagement and low levels

of actual transactions indicates that certain factors still influence consumer purchasing decisions. This phenomenon underscores the need for further research into the psychological factors that shape purchase intention within the context of social commerce (Ghenie et al., 2025).

Social commerce users in Indonesia are dominated by the working-age demographic, which exhibits relatively high levels of technology adoption (Ghenie et al., 2025). Previous research indicates that users aged 21–30 constitute the largest group at 32.91%, followed by the 17–20 age group at 30.77% (Sintia et al., 2023). By gender, female users dominate digital shopping activity, accounting for 61.54% (Koesuma & Kurniawati, 2022). In terms of platforms, Shopee Live is the most widely used live shopping service, followed by TikTok Live (Sintia et al., 2023). Meanwhile, fashion and beauty products are the categories most frequently purchased by consumers via social commerce platforms (Koesuma & Kurniawati, 2022).

The adoption of interactive technology is a factor supporting the growth of social commerce, particularly through features such as augmented reality, customization, and personalization (Kakkar et al., 2025). These three features enable a more interactive shopping experience tailored to individual preferences. Augmented reality technology allows customers to try products virtually, while customization and personalization provide product recommendations that better align with their needs (Gao & Liang, 2025). Previous research indicates that technology quality plays a role in enhancing the perceived value experienced by consumers during the digital shopping process (Gao & Liang, 2025). Therefore, an increase in perceived value is expected to drive the formation of purchase intention on social commerce platforms.

This study employs the Stimulus-Organism-Response (S-O-R) theory as a conceptual framework to explain the process of purchase intention formation in social commerce (Supriyanto, 2026). In this study, the Stimulus component is represented by technological features namely Augmented Reality, customization, and personalization acting as external factors perceived by consumers (Kakkar et al., 2025). Furthermore, the Organism component represents the psychological processes occurring after a consumer receives a stimulus, measured via the variables of Flow Experience and Perceived Value (Ghenie et al., 2025). The Response component is manifested as Purchase Intention, representing the consumer's behavioral response to the shopping experience (Supriyanto, 2026). Based on S-O-R theory, stimuli provided by digital platforms influence consumer behavioral responses through psychological evaluation processes within the individual (Yin et al., 2025).

There are still elements impacting the creation of buy intention in social commerce, as seen by the phenomena of high social media usage that has not yet converted into optimal purchase conversion rates (Supriyanto, 2026). Thus, the purpose of this study is to examine how augmented reality, personalization, and customization affect purchase intention in Indonesian social commerce (Kakkar et al., 2025). Additionally, the study looks at how perceived value, flow experience, and electronic word-of-mouth (e-WOM) function as mediating mechanisms to explain the connection between consumer behavioral responses and technology stimuli (Ghenie et al., 2025). The results are anticipated to add to the body of knowledge on digital marketing and offer business practitioners techniques to improve consumer buy intention on social commerce platforms (Ghenie et al., 2025; Supriyanto, 2026).

REVIEW OF LITERATURE

The Influence of Augmented Reality on Flow Experience and Perceived Value

Augmented reality is an interactive technology capable of integrating digital elements and information into the user's physical environment in real-time (Alimamy & Al-Imamy, 2022). When users interact with responsive features, the perception of technological augmentation stimulates deep cognitive and emotional engagement (tom Dieck et al., 2023). This deep engagement within a sensory-rich environment fosters a psychological state in which users are fully focused and lose track of time a phenomenon known as the (flow experience) (Álvarez Santamaría et al., 2024; Daassi & Debbabi, 2021). The visualization capabilities of Augmented Reality enable consumers to accurately evaluate product suitability before making a purchase decision, thereby reducing the risk associated with uncertainty. Ultimately, this authentic interactive experience shapes the consumer's overall assessment of the platform's utility and perceived benefits (perceived value).

H1: Augmented Reality has a positive effect on the flow experience.

H2: Augmented Reality has a positive effect on perceived value.

The Effect of Customization on Flow Experience and Perceived Value

Customization refers to the extent to which a system or platform allows users to actively configure and tailor features and interfaces to their personal needs (Ivanov et al., 2023). In digital environments, the interactivity afforded by user control fosters active consumer participation. A high level of user control triggers strong cognitive engagement and directly facilitates the emergence of a "flow experience" during interaction (tom Dieck et al., 2023). Furthermore, customization offers functional utility by enabling consumers to efficiently obtain relevant interaction outcomes (Ivanov et al., 2023). This capability for self-adjustment reduces information search costs and enhances consumer perceptions of the value provided by the platform (perceived value).

H3: Customization has a positive effect on Flow Experience.

H4: Customization has a positive effect on Perceived Value

The Effect of Personalization on Flow Experience and Perceived Value

Personalization is an automated adaptation driven by intelligent systems or algorithms that delivers tailored content and recommendations without requiring active effort from the user (Cheng et al., 2020). Intelligent personalization systems provide relevant and inspiring experiences, thereby minimizing cognitive barriers for consumers (Yin et al., 2025). The delivery of precisely customized content facilitates seamless navigation, immersing consumers in an optimal state of absorption—known as the "flow experience" (tom Dieck et al., 2023). When algorithm-based systems accurately anticipate individual preferences, consumers experience significant efficiency and practical benefits. These functional advantages reinforce usage habits and technology acceptance, ultimately enhancing the overall value perceived by the consumer (Cheng et al., 2020; Yin et al., 2025).

H5: Personalization has a positive effect on the flow experience.

H6: Personalization has a positive effect on perceived value.

The Influence of Flow Experience on Perceived Value and Electronic Word-of-Mouth (eWOM)

The flow experience reflects a holistic psychological state in which individuals are fully immersed in an activity and derive genuine intrinsic enjoyment from it (Álvarez

Santamaría et al., 2024). When users are in a state of flow, their cognitive evaluation of the entire interaction process becomes highly positive (Daassi & Debbabi, 2021). This optimal interactive experience directly enhances consumer appreciation of the quality and value offered by the platform (perceived value)(Alimamy & Al-Imamy, 2022). Beyond boosting perceived value, achieving a flow state can elicit positive affect, thereby fostering emotional loyalty. Users who feel satisfied and entertained during digital interactions are motivated to share these enjoyable experiences with their social networks. This drive to share manifests as Electronic Word-of-Mouth behavior, encompassing opinion-giving (writing reviews), opinion-passing (spreading recommendations), and opinion-seeking (gathering information) (Álvarez Santamaría et al., 2024).

H7: Flow Experience has a positive effect on Perceived Value.

H8: Flow experience has a positive effect on electronic word-of-mouth.

The Influence of Perceived Value on Electronic Word-of-Mouth (eWOM)

Perceived value is a consumer's overall evaluation of a service's utility, based on the perceived benefits received relative to the sacrifices made (Alimamy & Al-Imamy, 2022). In the digital commercial ecosystem, high perceived value fosters consumer satisfaction and emotional commitment to the platform. Consumers who perceive valuable benefits are often motivated to engage in reciprocal actions that benefit the service provider. These actions manifest as active consumer participation in recommending the service and sharing positive reviews through Electronic Word-of-Mouth channels (Álvarez Santamaría et al., 2024).

H9: Perceived value has a positive effect on electronic word-of-mouth.

The Influence of Electronic Word-of-Mouth (eWOM) on Purchase Intention

Electronic Word-of-Mouth encompasses positive or negative reviews or statements from potential, current, or former customers disseminated via the internet—that serve as a crucial source of social proof for prospective buyers (Álvarez Santamaría et al., 2024). User-generated information and reviews have been shown to reduce uncertainty and lower the perceived risk associated with purchasing decisions (Balyemah et al., 2024). High communication credibility strengthens consumer trust in products and online shopping platforms; ultimately, this heightened trust and the social encouragement derived from peer reviews significantly reinforce consumers' purchase intentions (Yin et al., 2025).

H10: Electronic word-of-mouth has a positive effect on purchase intention.

RESEARCH METHOD

Research Model

This study uses a quantitative approach and a causal research design to examine how Augmented Reality, Customization, and Personalization affect purchase intention among Indonesian social commerce users through flow experience, perceived value, and Electronic Word-of-Mouth. Causal research tests pre-formulated hypotheses to explain cause-and-effect correlations between variables (Sekaran & Boogie, 2021).

The study population comprises all users of social commerce services. A purposive sampling method was employed, requiring respondents to be at least 18 years old and to have used social commerce services within the past month. The minimum sample size is determined as five to ten times the number of research indicators (Hair et al., 2021), with 32 indicators, the study required 320 respondents.

The primary data collection questionnaire was distributed online using Google Forms. The research tools were modified from studies that had already been verified. A five-point Likert scale, ranging from one to five, was used to rate each item. The AMOS-based Structural Equation Modeling (SEM) approach was used to analyze the data. AMOS is seen to be more useful than traditional regression analysis for assessing structural and measurement models, especially in consumer behavior research incorporating mediating variables (Moosavi, 2024).

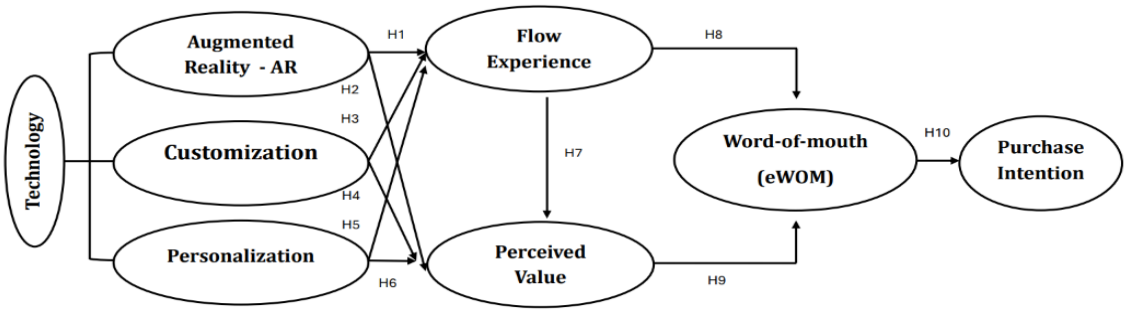


Figure 1.
Theoretical Framework

RESULTS AND DISCUSSION

Descriptive Analysis

Table 1.
Characteristics of Research Respondents

Characteristics		Category	Amount (n)	Percentage (%)
1	Gender	Man	145	45,3
		Woman	175	54,7
2	Age	18-25 Years Old	134	3,2
		26-33 Years Old	104	32.5
		34-41 Years Old	62	19.4
		42-49 Years Old	13	4.1
		>49 Years Old	7	2.2
3	Last education	Senior High School or equivalent	116	36.3
		Diploma (D1/D2/D3/D4)	33	10.3
		Bachelor	154	48.1
		Postgraduate (Master's/Doctoral)	17	5.3
4	Primary Job	University Students/Students	113	35.3

		ASN, TNI, POLRI, BUMN	27	8.4
		Entrepreneur/Business Owner	34	10.6
		Housewife	11	3.4
		Etc	10	3.1
5	Online Shopping Expenditure	< Rp. 1.000.000	179	55.9
		Rp. 1.000.000 – 2.000.000	76	23.8
		Rp. 2.000.000 – Rp. 3.000.000	23	7.2
		> Rp. 3.000.000	42	13.1

Source: Processed primary data (2026)

In this study, the majority of active social commerce consumers were women (54.7%) and men (45.3%), based on the characteristics provided by 320 respondents. This indicates that social commerce usage is evenly distributed across both groups. The largest segments of respondents fell into the 26–33 age group (32.5%) and the 34–41 age group (19.4%), demonstrating a predominance of individuals in their productive years who possess steady incomes and higher purchasing power. Regarding education levels, the majority of respondents held a bachelor's degree (48.1%), followed by those with a high school education or equivalent (36.3%); this suggests that most social commerce users have attained a higher level of education. Meanwhile, regarding internet usage,
the majority of respondents allocated less than IDR 1,000,000 per month to spending (55.9%), reflecting a high level of engagement in shopping activities via social commerce platforms.

Measurement Model

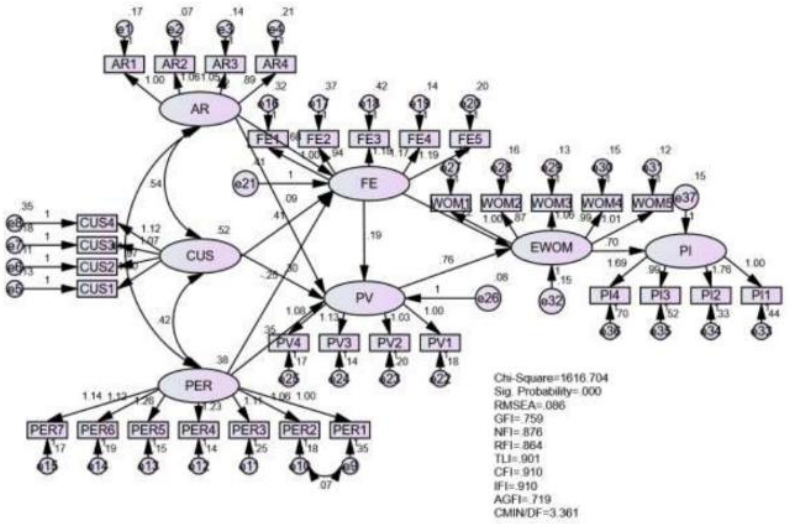


Figure 2.
Structural Equation Modeling (SEM) Results
Source: Processed primary data (2026)

Subsequently, to ensure that the research instrument measures each construct accurately and consistently, validity and reliability tests were conducted. The test results covering convergent validity, discriminant validity, and construct reliability will be discussed in detail in the following research results section.

Table 2.
Results of Validity and Descriptive Statistical Tests

	Variabel	Indicator	Loading Factor	Information	Cronbach Alpha	Mean	Std. Deviation
1	Augmented Reality	AR1	.911	Valid	.955	3.9891	0.98549
		AR2	.965	Valid			
		AR3	.931	Valid			
		AR4	.867	Valid			
2	Customization	CUS1	.892	Valid	.917	4.1961	0.86519
		CUS2	.903	Valid			
		CUS3	.874	Valid			
		CUS4	.805	Valid			
3	Personalization	PER1	.721	Valid	.944	4.2710	0.83320
		PER2	.841	Valid			
		PER3	.805	Valid			
		PER4	.897	Valid			
		PER5	.896	Valid			
		PER6	.848	Valid			
		PER7	.866	Valid			
4	Flow Experience	FE1	.866	Valid	.967	3.7444	1.21254
		FE2	.835	Valid			
		FE3	.874	Valid			
		FE4	.952	Valid			
		FE5	.935	Valid			
5	Perceived Value	PV1	.853	Valid	.956	4.1680	0.85236
		PV2	.852	Valid			
		PV3	.905	Valid			
		PV4	.881	Valid			
6	Electronic Word of Mouth	WOM1	.878	Valid	.954	4.1512	0.88372
		WOM2	.866	Valid			
		WOM3	.921	Valid			
		WOM4	.901	Valid			
		WOM5	.917	Valid			
7	Purchase Intention	PI1	.719	Valid	.848	3.7711	1.17640
		PI2	.903	Valid			
		PI3	.683	Valid			
		PI4	.810	Valid			

Source: Primary data processed using AMOS 22, 2026.

Descriptive statistics indicate that the mean value for each variable exceeds 3.50. These results suggest that, based on the data, participants generally rated the study's variables favorably. The highest mean value was observed for Personalization (4.2710), followed by Customization (4.1961), Perceived Value (4.1680), Electronic Word of Mouth (4.1512), Augmented Reality (3.9891), Purchase Intention (3.7711), and Flow Experience (3.7444). With standard deviation values ranging from 0.83320 to 1.21254, the variation in respondent answers was relatively low to moderate, indicating a general consensus in respondents' perceptions regarding the study's indicators. Overall, the validity and descriptive statistics demonstrate that the research instrument adequately measured the constructs under investigation. These results also reflect a tendency among social commerce users to rate positively the variables influencing purchase intention.

According to Table 2, reliability test results show that all research variables achieved Cronbach's alpha values above the 0.70 threshold, indicating that the constructs are reliable. Values ranging from 0.848 to 0.967 demonstrate a high level of internal consistency. Flow Experience exhibited the highest reliability, with a Cronbach's alpha of 0.967, followed by Perceived Value (0.956), Augmented Reality (0.955), Electronic Word of Mouth (0.954), Personalization (0.944), Customization (0.917), and Purchase Intention (0.848).

The results indicate a high level of consistency across indicators in measuring the research variables. Overall, the reliability test results confirm the high accuracy of the research instrument. Consequently, the instrument is suitable for use in further analysis to evaluate the structural model and research hypotheses.

Table 3.
Results of Research Hypothesis Testing

Hypothes	Relationships Between Variables	Estimate	S.E.	C.R.	P-value	Decision
H1	Augmented Reality → Flow Experience	.681	.092	7.399	.000	Supported
H2	Customization → Flow Experience	.414	.346	1.199	.115	Not Supported
H3	Personalization → Flow Experience	-.246	.355	-.691	.244	Not Supported
H4	Augmented Reality → Perceived Value	.089	.050	1.766	.038	Supported
H5	Customization → Perceived Value	.303	.179	1.695	.045	Supported
H6	Personalization → Perceived Value	.347	.183	1.891	.029	Supported
H7	Flow Experience → Perceived Value	.190	.034	5.565	.000	Supported
H8	Flow Experience → Word of Mouth	.219	.042	5.150	.000	Supported
H9	Perceived Value → Word of Mouth	.757	.068	11.202	.000	Supported

H10	Word of Mouth → Purchase Intention	.700	.054	12.874	.000	Supported

Source: Primary data processed using AMOS 22, 2026.

Based on Table 3, Structural Equation Modeling (SEM) software was used to test the hypotheses. Decisions regarding the acceptance or rejection of hypotheses were based on the calculated t-value or critical ratio (C.R.) and the probability value (p-value). The C.R. value must exceed 1.96 (or 1.64 for one-tailed tests on certain indicators), and the p-value must be less than 0.05, given the study's 5% significance level. With an estimate of 0.681, a C.R. of 7.399, and a p-value of 0.000, the test for H1 indicates that Augmented Reality has a positive and significant impact on Flow Experience. These results demonstrate that user engagement and the state of immersion increase with technological advancements and interactive capabilities (tom Dieck et al., 2023). Interactive simulations rich in sensory stimuli can capture consumers' full attention, thereby minimizing cognitive barriers during the product evaluation process (Daassi & Debbabi, 2021). Meanwhile, the test for H2 regarding the effect of Customization on Flow Experience yielded an estimate of 0.414, a C.R. of 1.199, and a p-value of 0.115 (> 0.05), indicating that the hypothesis is not statistically supported. This finding suggests that manual customization requiring active user effort does not automatically create a state of flow if users perceive the adjustment process as overly complex or demanding (Ivanov et al., 2023; Leynes et al., 2021). Similar results were found in the test for H3 regarding the effect of Personalization on Flow Experience, with an estimate of -0.246, a C.R. of -0.691, and a p-value of 0.244 (> 0.05); thus, this hypothesis is also unsupported. The lack of a significant impact of automated personalization on the flow experience is attributed to potential privacy concerns or an over-perception of automated recommendations; specifically, algorithmic personalization occurring without user involvement can trigger cognitive vigilance and hinder the flow state (Yin et al., 2025).

The testing of H4 confirms that Augmented Reality has a positive and significant effect on Perceived Value, with an estimate of 0.089, C.R. of 1.766, and a p-value of 0.038 (< 0.05). Real-time product visualization offers practical benefits and reduces purchase uncertainty, directly enhancing consumers' perceived value of the platform (Alimamy & Al-Imamy, 2022). Furthermore, the testing of H5 indicates that Customization has a positive and significant effect on Perceived Value, with an estimate of 0.303, C.R. of 1.695, and a p-value of 0.045 (< 0.05). User flexibility in configuring products to meet specific needs is shown to provide high functional utility and a sense of ownership over the designed outcome (Leynes et al., 2021). Similarly, the testing of H6 demonstrates that Personalization has a positive and significant effect on Perceived Value, with an estimate of 0.347, C.R. of 1.891, and a p-value of 0.029 (< 0.05). Precise, intelligent algorithm-based recommendations provide convenience and relevant added value to consumers without requiring extra effort (Leynes et al., 2021).

Testing of H7 confirms that Flow Experience has a positive and significant effect on Perceived Value, with an estimate of 0.190, C.R. of 5.565, and a p-value of 0.000 (< 0.05). Achieving an enjoyable flow state during interaction directly enhances consumers' cognitive appreciation of the platform's quality and utility (Alimamy & Al-Imamy, 2022; tom Dieck et al., 2023). Furthermore, testing of H8 indicates that Flow Experience has a positive and

significant effect on Electronic Word of Mouth, with an estimate of 0.219, C.R. of 5.150, and a p-value of 0.000 (< 0.05). An optimal immersive experience fosters positive affect and emotional attachment, encouraging consumers to share that enjoyable experience with others via Electronic Word of Mouth channels (Álvarez Santamaría et al., 2024). Testing of H9 confirms the positive influence of Perceived Value on Electronic Word of Mouth, with an estimate of 0.757, C.R. of 11.202, and a p-value of 0.000 (< 0.05). High perceived value drives emotional commitment and reciprocal behaviour manifested as positive recommendations to one's social network (Álvarez Santamaría et al., 2024). Finally, testing of H10 shows that Electronic Word of Mouth has a positive and highly significant effect on Purchase Intention, with an estimate of 0.700, C.R. of 12.874, and a p-value of 0.000 (< 0.05). Electronic Word of Mouth serves as an effective source of social proof for building trust and mitigating purchase risk, thereby directly strengthening consumers' transaction intentions (Balyemah et al., 2024).

CONCLUSION

This study concludes that Augmented Reality, Customization, Personalization, Flow Experience, Perceived Value, and Electronic Word of Mouth are critical factors playing a strategic role in shaping purchase intention among social commerce platform users. Augmented Reality features are empirically proven to be the most potent technological stimulus, as they effectively foster Flow Experience and significantly enhance consumer Perceived Value. Conversely, while Customization and Personalization do not significantly influence Flow Experience, both exert a significant, direct positive impact on building Perceived Value. Furthermore, Flow Experience, Perceived Value, and Electronic Word of Mouth are validated as mediating variables that reinforce the psychological and social mechanisms bridging technological stimuli and the formation of consumer purchase intention.

The theoretical implications of this study strengthen scientific understanding regarding the integration of technological features (Augmented Reality, Customization, Personalization), user psychological responses (Flow Experience, Perceived Value), digital communication (Electronic Word of Mouth), and ultimate behavioral responses (Purchase Intention) within the social commerce ecosystem. The findings validate an extension of the Stimulus-Organism-Response (S-O-R) theory by demonstrating that a multi-layered mediation mechanism provides a more comprehensive explanation of how the stimulation of interactive features in the digital commerce space is internally evaluated before transforming into actual purchase intention.

The managerial implications of this study suggest that digital businesses and social commerce platform developers need to prioritize increased investment in immersive visual technologies—such as Augmented Reality—to trigger a state of shopping immersion (flow experience) among users. Furthermore, platform providers must continuously refine the accuracy of personalized recommendation systems and product customization features to create superior perceived value. Given that Electronic Word of Mouth is the most dominant determinant of purchase intention, companies must actively manage their review ecosystems, encourage positive testimonials from fellow consumers, and design partnership programs with content creators, thereby transforming these digital recommendations into a source of

competitive advantage amidst the increasingly fierce competition within the social commerce industry.

A limitation of this study lies in its use of a cross-sectional design, which captures consumer behavioral perceptions at only a single point in time. Furthermore, the study was limited to 320 respondents providing general evaluations of social commerce platforms in Indonesia. Consequently, future research should employ a longitudinal design to capture more dynamic behavioral shifts over time. It is also recommended that future researchers expand the geographical scope of respondents, conduct specific comparisons between platforms (such as TikTok Shop versus Shopee Live), and incorporate other crucial variables such as brand trust, service quality, or customer loyalty to create a far more comprehensive research model.

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