

The Effect of Trust In The Soco Community on Repurchase Intention in Social E-Commerce

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ABSTRACT

The virtual community strategy is a marketing strategy that is interactive, inexpensive, influential, and can increase sales for e-commerce. Sociolla is the largest beauty e-commerce that has a SOCO virtual community platform. With advanced technology, SOCO's community platform has many features to encourage product and beauty-related reviews, discussions, and topics. The purpose of this study is to analyze the relationship between familiarity, perceived similarity, social network, structural assurance, trust propensity, impression management, Trust in members, trust in the website, intention to get information, and repurchase intention among members of the Sociolla virtual community, who is domiciled in Jakarta. Using PLS-SEM analysis, Bogor, Depok, Tangerang, and Bekasi have purchased on the Sociolla site in the last six months. Rust is essential because beauty products depend on each user's skin condition. This research concludes that structural assurance, trust propensity, and impression management significantly affect Trust in members. Trust propensity and impression management significantly ultimately affect the Trust in the website. Confidence in members and Trust in the website significantly positively affect the intention to get information. Trust in members and Trust in the website significantly positively affect the repurchase intention.

Keywords: E-Commerce, Virtual Community, Familiarity, Perceived Similarity, Social Networking

Introduction

Indonesia has the fastest e-commerce growth globally, with a total transaction value of 266.3 trillion rupiahs in 2020 [1]. [2] stated that the Covid-19 pandemic in Indonesia significantly affected e-commerce usage patterns to meet Indonesian basic needs. Beauty products are a primary need in line with the Indonesian people's high demand and purchasing power. [3] stated that during and after the Covid-19 pandemic globally, sales of beauty products on online channels would increase by 30%, and beauty products related to facials, nails, and Hair would increase by up to 300%. Beauty products include cosmetics, skincare, Hair, body, nail, and fragrances [4].

According to [5], there is a shift in marketing communication that is more interactive with a horizontal approach, low cost and has influence, such as community-based marketing strategies focusing on a group [6]. Virtual communities are formed because members share a common interest. Continuous interaction in virtual communities can increase Trust and help improve the intention to get information and make purchases [7].

Some e-commerce companies in Indonesia have created virtual communities as their marketing strategy, for example, Sephora, Beauty Haul, and Sociolla, which have communities called Beauty Insider, Skintention, and SOCO. These communities are activated by providing special discounts, additional information, and exciting programs such as birthday gifts or first signed-up. SOCO virtual community is a beautiful community built by the largest and most complete beauty e-commerce, with the highest number of monthly visitors based on IDN Times (Sari, 2020). It is estimated that Sociolla will have 42 million users in 2020 [8]. Sociolla created Indonesia's first beauty ecosystem using Amazon Web Service (AWS) technology, integrating sales, media, and virtual community platforms [9].

Each member can personalize their skin profile and communicate with members across SOCO's virtual community platform to help improve the online shopping experience and social networking [10] mention. Social networking is essential for creating, improving, and maintaining community members' relationships. In contrast to social networking, which focuses on relationships among community members, impression management focuses on brand impressions that are considered to affect Trust [11]. Impression management is essential to improve, maintain, protect, or change the brand image to compete in the industry.

Beauty products are used every day so that customers will pay more attention to the quality of a product in terms of the product's physical appearance, safety, and the results obtained after use [12]. Safety and risk factors significantly affect Trust in beauty products. This is why brands with safety proof have a high level of

Trust and purchase [12]. Marketing communication is essential to promote a brand. A Brand's website or application can be an information provider with a creative appearance, product safety evidence, increasing product transparency, and persuading consumer purchases. Also, it is straightforward to build a database of customer preferences from the collected information [12]. Therefore, Sociolla has many advantages and opportunities to build Trust and increase purchases on its platform.

Sociolla provides and facilitates the end-to-end beauty product purchasing process on its platform. Customers will find it very easy to get information when they want to find out about beauty products, will buy a product, evaluate the product in a review, and leave comments on the services. The technology and ecosystem built by Sociolla offer very different solutions and innovations than other beauty e-commerce. The features and facilities of the shopping experience, educational media, and virtual community platform offered are innovative. The effectiveness of the SOCO virtual community ecosystem can be researched to see how it affects the trust and repurchase intentions on the Sociolla beauty platform, as to see virtual community-based marketing strategies as an alternative marketing strategy.

Research on e-commerce in Indonesia, as previously done by [13] [14][15], discussed e-commerce purchase experience, online selling strategies, e-commerce features, and mapping on e-commerce in Indonesia. However, there has not been much research on virtual communities in e-commerce. There are several studies on virtual communities, such as research by [16] and [17] on Kaskus virtual community, as well as research by [18] regarding the virtual community formed by Alibaba. The purchase of products on Kaskus is carried out on different platforms outside the community ecosystem. Kaskus and Alibaba sell various product categories, unlike Sociolla, which focuses on selling beauty products.

[19] analyze the interrelationships of variables familiarity, perceived similarity, structural assurances, trust propensity, Trust in website, Trust in members, intention to get information, and purchase intention. Research by [20] referenced this study by changing the purchase intention variable to repurchase intention. The repurchase intention variable is considered fitter to this study because data was taken to see the repurchase intention of SOCO community members who have bought beauty products at Sociolla over the last six months. After all, customers need to register and purchase something in Sociolla to become a community members and get benefits.

This study added two variables, namely social networking and impression management, adapted from a [20] study on the effect of community-based social media on brand community markers, value creation practices, Trust, and brand loyalty. Both variables are important because social networking and impression management increase Trust and affect repurchase intention.

Research Methods

This quantitative research uses survey methods with questionnaires created and distributed online using Google Forms. The objects of this study are variables familiarity, perceived similarity, social networking, structural assurance, trust propensity, impression management, Trust in members, Trust in the website, intention to get information, and repurchase intention. The subjects of this study are members of the SOCO community domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi. They have made at least one transaction in Sociolla e-commerce in the last six months. There are 200 samples to represent the entire population based on the non-probability sampling method. The number of sample populations is unknown, so the population does not have the same opportunity to become research samples [21]. The research data was analyzed using the PLS-SEM method with two stages, measurement model analysis, and structural model analysis. Before entering the structural model analysis that measures variables, measurement model analysis was carried out using the CFA (Confirmatory Factor Analysis) method [22].

In the PLS-SEM method, the reliability test is seen from the composite reliability value and Cronbach's alpha to estimate the internal consistency of the variable [23]. The minimum limit value for reliability tests for both is 0.7 for data declared reliable [24]. The validity test is viewed by paying attention to a construct's convergent and discriminant validity. Concurrent validity is valid if each statement item's loading factor is 0.7 and the average variance extracted (AVE) limit is at least 0.5 [25]. Discriminant validity represents the degree to which a construct is empirically different from others. To assess it, the root value of the AVE square of each latent variable must be higher than the highest correlation of the variable with other latent variables, otherwise referred to by the Fornell-Larcker criterion [26].

Based on [27], the significance of structural model evaluation is assessed using coefficients of determination (R^2), bootstrap, and t-value. The R^2 value in the structural model describes the weak strength of the influence on the dependent variable, the R^2 value of 0.25 is defined as low influence, the R^2 value of 0.50 is described as a medium influence, and the R^2 value of 0.75 is described as a strong influence. Bootstrap is used to assess the significance of the path coefficient. The minimum sample number of bootstraps is 5,000.

The t-value for the two-tailed tests was 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%). This study used a t-value of 1.96 with a significance level of 5%.

Results and Discussion

Two hundred female community members filled out the research questionnaire. Based on the data collected, most respondents are domiciled in Jakarta (60%) and Tangerang (21%). Most respondents are 18-25 years old (80.5%), with the education level of high school respondents (59%) and bachelor (34.5%). Many respondents worked as students (70.5%) and private employees (18%), with an average monthly income of < Rp 5,000,001 (77%) and Rp 5,000,001 – Rp 10,000,000 (16.5%).

In the last six months, most respondents purchased Sociolla e-commerce 1-3 times (77.5%). The average value per transaction is IDR 100,001 – IDR 250,000 (49.5%) and IDR 250,001 – IDR 500,000 (31.5%). Respondents prefer cosmetic products (35.3%) and face care products (41.7%).

Validity and Reliability Test Results

In the validity and reliability test of preliminary data, there are two invalid statement items because they have a loading factor value below 0.7, namely the INB3 item (0.682) and the SN5 item (0.550). Thus, in data collection, two question items will not be used (drop) in the actual test. The results of the concurrent validity test can be seen in Table 1, where the AVE value of each variable item is above 0.7, and the average variance extracted (AVE) limit is above 0.5, so it can be declared valid. The actual study results for the discriminant validity test with Fornell-Larcker criteria shown in Table 2 were also declared valid because the AVE square root value of each latent variable was higher than the highest correlation of the variable with other latent variables. The results of the reliability study test also showed reliable data, as seen in Table 1, where the composite reliability and Cronbach's alpha values of each variable were more significant than 0.7.

Table 1 Actual Test Results

Variable	Dimension	Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Familiarity (FA)		FA1	0,849	0,896	0,928	0,763
		FA2	0,896			
		FA3	0,921			
		FA4	0,824			
Perceived Similarity (PS)		PS1	0,807	0,867	0,909	0,715
		PS2	0,837			
		PS3	0,881			
		PS4	0,855			
Structural Assurance (SA)		SA1	0,932	0,910	0,943	0,847
		SA2	0,923			
		SA3	0,905			
Social Networking (SN)		SN1	0,811	0,820	0,882	0,651
		SN2	0,846			
		SN3	0,746			
		SN4	0,822			
Trust Propensity (TP)		TP1	0,748	0,734	0,850	0,654
		TP2	0,834			
		TP3	0,841			
Impression Management (IM)		IM1	0,907	0,846	0,907	0,764
		IM2	0,904			
		IM3	0,809			
Trust in Members (TM)	Ability (AB-TM)	ABI1	0,858	0,900	0,938	0,834
		ABI2	0,894			
		ABI3	0,870			
Trust in Website (TW)	IntegrityBenevolence (INB-TM)	INB1	0,867	0,872	0,922	0,797
		INB2	0,855			
		INB4	0,813			
		INB3	0,682			
Trust in Website (TW)	Ability (AB-TW)	VAB1	0,836	0,853	0,931	0,872
		VAB2	0,856			

Benevolence (BE-TW)	VBE1	0,859	0,882	0,927	0,809
	VBE2	0,864			
	VBE3	0,850			
Integrity (IN-TW)	VIN1	0,854	0,909	0,943	0,846
	VIN2	0,884			
	VIN3	0,900			
Intention to Get Information (IGI)	IGI1	0,891	0,829	0,898	0,747
	IGI2	0,903			
	IGI3	0,795			
Repurchase Intention (RPI)	RPI1	0,837	0,863	0,907	0,709
	RPI2	0,883			
	RPI3	0,854			
	RPI4	0,790			

Table 2 Actual Fornell-Larcker Discriminant Validity Test Results

	B-TM	B-TW	E-TW	A	M	N-TW	NB-TM	GI	S	PI	N	A	P
AB-TM	,913												
AB-TW	,558	,934											
BE-TW	,555	,797	,900										
FA	,531	,299	,351	,874									
IM	,817	,460	,542	,577	,874								
IN-TW	,547	,809	,868	,295	,485	,920							
INB-TM	,813	,448	,496	,586	,792	,468	,893						
IGI	,614	,479	,472	,534	,631	,448	,609	,864					
PS	,653	,411	,454	,583	,690	,415	,650	,596	,846				
RPI	,663	,665	,661	,495	,566	,654	,571	,553	,573	,842			
SN	,578	,375	,429	,806	,580	,387	,595	,500	,646	,537	,807		
SA	,686	,382	,456	,649	,616	,380	,637	,607	,637	,520	,740	,920	
TP	,706	,539	,583	,468	,652	,545	,671	,530	,564	,597	,514	,557	,809

Hypothesis Test Results

The data for the *bootstrap* value and *t-value* can be seen in Table 3. This study used a signification rate of 5% with a minimum sample count of 5000. The *T-statistical* value must be > 1.96, and the p-value < 0.05 to conclude that the hypothesis is acceptable.

Table 3 Hypothesis Test Results

Hypothesis	Path	Path Coef.	T-Statistic	P Value	Conclusion
H1	FA -> TM	0,013	0,226	0,821	Not Supported
H2	PS -> TM	0,060	0,880	0,379	Not Supported
H3	SN -> TM	-0,007	0,084	0,933	Not Supported

H4	SA -> TM	0,201	2,795	0,005	Supported
H5	SA -> TW	0,071	1,010	0,313	Not Supported
H6	TP -> TM	0,235	4,047	0,000	Supported
H7	TP -> TW	0,410	5,079	0,000	Supported
H8	IM -> TM	0,523	6,408	0,000	Supported
H9	IM -> TW	0,220	2,637	0,009	Supported
H10	TM -> IGI	0,535	5,993	0,000	Supported
H11	TM -> RPI	0,302	3,771	0,000	Supported
H12	TW -> IGI	0,186	2,072	0,039	Supported
H13	TW -> RPI	0,463	6,599	0,000	Supported
H14	IGI -> RPI	0,130	1,711	0,088	Not Supported

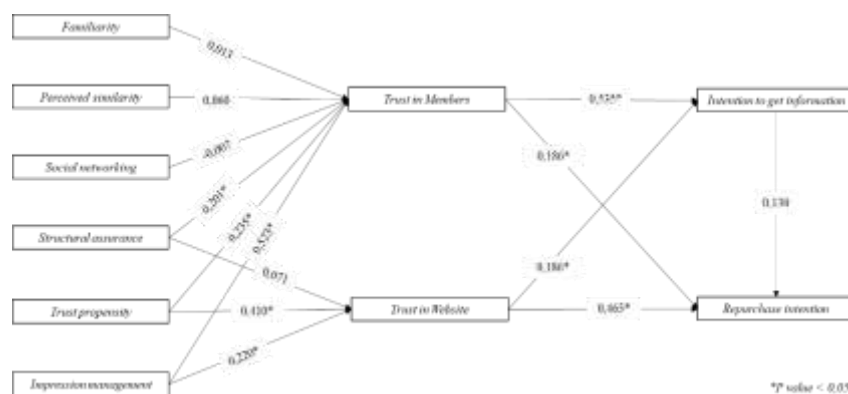


Figure 1 Actual Test-Path Coefficient

Familiarity has no significant positive effect on the Trust of members. The key to understanding what influences Trust between community members is interaction. However, in this study, there is no two-way interaction between members of the SOCO virtual community. Respondents tend to get or give information, not discuss something. Based on [28], although the features of the SOCO virtual community platform can help to create a sense of familiarity, familiarity is not only obtained from the use of a virtual community platform but also from interactions that are expected to occur outside of it, such as word of mouth.

Perceived similarity has no significant positive effect on the Trust of members. [29] state that perceived similarity has a positive relationship with Trust, especially Trust in the information disseminated in virtual community networks. Although there is a positive influence between the perceived similarity and Trust in cyberspace, it has not been able to justify the existence of confidence that those who meet in this virtual community are trustworthy friends [30]. Another reason is the skin sensitivity of respondents because products such as cosmetics, facial care, Hair, and skin sold by Sociolla are products that everyone must genuinely understand. People with different skin types will have different product needs [31]. Considering skin type and product raw materials are additional requirements for SOCO virtual community members to sort out specific information from other virtual community members.

Social networking has no significant positive effect on the Trust of members. [32] states in social networking activities, the process of exchanging values between individuals can only occur if it is supported by general norms of behavior that can be trusted. The social network process can occur due to trustworthy mutual criteria, and Trust is the foundation of the exchange interaction process. If community members do not feel familiar with each other, then there is no process of value exchange between individuals that encourages the agreement of expected norms. Trust in norms or values between members must be built to enable exchange interaction activities.

Structural assurance has a significant positive effect on Trust in members. The results of this study are the same as the research by [33], where structure assurance significantly influences Trust in members, especially in the ability dimension. Respondents felt safe communicating within the virtual community platform, so they believed that other community members also had good intentions to help other community members and not interfere with the conversation. This convenience occurs because of 'insurance,' built by limiting and controlling ambiguity to create Trust between community members. However, there are undeniable risks and uncertainties in communicating in a virtual environment [34].

Structural assurance has no significant positive effect on Trust in the website. [35] stated that a structural guarantee is closely related to Trust in technology or institutions. All concerns that cause customer distrust can

be handled with institutional and technological systems that uphold security. A belief system in technology is supported by good structural guarantees, with a system infrastructure that guarantees a technology will succeed. There are three statement items tested in this study. Still, these statement items are felt to only describe security from a personal point of view, such as applicable regulations and management. The statement items are considered not to represent an assessment of the trust variable on the website because there are no statement items that describe the security of the site system, such as transaction processes and mechanisms, service guarantees, or other supporting statement items—assessment of Trust in websites [36].

Trust propensity has a significant positive effect on Trust in members. This study's results align with research by [37], where a person's personality influences their behavior. Hence, the tendency to trust (trust propensity) is closely related to Trust (Trust in members and Trust in the website). [38] believe that trust propensity relationships are more intimate to trust in members than in websites. [39] mention trust propensity is a significant factor in creating virtual online relationships because trust propensity is a user's subjective belief in other members of a virtual community that will involve an action. Respondents who tend to trust (trust propensity) also could trust other members of the virtual community. Based on [40], trust propensity positively influences Trust because of trustworthiness. Although respondents have a high trust propensity towards someone or something, there is no trustworthiness in the relationship, and no trust will be built.

Trust propensity has a significant positive effect on Trust in the website. Trust propensity is a sense of Trust that arises within an individual and is usually synonymous with a business. The feeling of Trust is motivated by personal experiences, character, and culture that everyone receives [1]. Trust propensity does not arise from previous experiences but is the unique orientation of each individual [9]. A sense of Trust in a website arises because of the positive impression displayed by the site, although there may still be a feeling of hesitation to purchase on the site [14]. Respondents have an excellent trust propensity and tend to believe in the ability of Sociolla, which is considered capable of providing the best service for its users. The tendency of good trust propensity in respondents gives a positive impression on the Sociolla site.

Impression management has a significant positive effect on Trust in members. Respondents to this study were mostly 18 - 25 years (80.5%) and were generation Z, the generation born from 1996 to 2010 (Saputra et al., 2019). Generation Z tends to be more consumptive, buying a product because of trends and not something they need (Saputra et al., 2019). With this wasteful lifestyle, respondents do not have concern and loyalty to their company. The impression management that is caused tends to arise because of the trending Sociolla products and brands compared to the commitment to the Sociolla company. In a virtual community, the impression management strategy carried out by its members depends mainly on the applicable regulations, the facilities of the virtual platform, and the visuals displayed [7]. [15] Impression management is a promotional event that can positively impact Trust if they can promote their abilities. SOCO community platform is displayed as a marketing medium to transparently prove the quality of products and services [23]. In this study, respondents had bought beauty products at Sociolla, so reviews about products and shopping experiences provided by them are a way to demonstrate their abilities to generate Trust among community members. Respondents agreed with discussions between community members and considered community members to be able to discuss the topics they discussed.

Impression management has a significant positive effect on Trust in the website. 70.5% of respondents to this study are young people who work as students or college students. [24] argue that young people are more careful in showing impressions or images they want to build on social media. They sort out which online content is presented to friends and the public. [25], three factors drive individual impression management strategies in pre-virtual communities. First, the rules that apply in a virtual community. Secondly, the visual appearance of the virtual community platform and different looks and features will result in other visual impression management. Third, communication symbols that only apply to those communities, such as the presence of emoji stickers [29]. Understanding visuals, writing, or other forms of communication presented on a platform is essential for community members to develop impression management strategies, which will be contained in the form of impressions or self-visualization in the virtual community platform. Interactions, programs, and features on SOCO virtual platform can only be accessed after joining members, such as campaigns, writing reviews, and collecting SOCO points and badges. The features, language, rules, and programs only on the SOCO platform gave rise to the impression management strategy of SOCO virtual community members.

Trust in members significantly positively affects the intention to get information. The results of this study are to the research results of [37] when there is Trust in members, especially the belief in the abilities of community members, there will be a desire to provide and be given information by other virtual community members who are believed to have good skills. Most respondents have the same frequency of purchases (77.5%) 1-3 times in the last six months and the same type of product, cosmetics (35.5%), and face care (41.7%). The tendency to have the same purchase experience will make respondents feel that other community

members have the same ability to review related products or travel experiences. So, respondents trust the ability of other community members to discuss related matters. Respondents felt that community members could do the topics they needed about Sociolla's products, services, or programs. Hence, respondents also wanted information about the products they wanted to buy. [34] state that information exchange within virtual communities is "currency," where the member who provides the information usually also needs information similar to the one they provide.

Trust in members has a significant positive effect on repurchase intention. This study supports the research conducted by [37], where an online community or community can help with purchase intentions because of a sense of familiarity that increases customer confidence to make transactions. [38] mention that repurchase intention is encouraged because of loyalty, word of mouth, and promotion. Discussions about products and services delivered between members of the SOCO virtual community are the electronic word of mouth, allowing for interest in reviews of other SOCO community members that encourage repurchase intention. The shopping experience makes respondents believe in other community members' knowledge of Sociolla's products or services. Reviews and discussions on the virtual community platform can encourage respondents to buy on the Sociolla site again.

Trust in the website has a significant positive effect on the intention to get information. This study's results are the same as [30] research which states that Trust in websites affects the choice to get information more significantly than Trust in members. This is because Trust in the website in e-commerce is essential, where respondents believe the site is a safe environment and sells high-quality products [24]. [19] state that the relationship between Trust in the website and the intention to get information influences each other, where respondents will seek information about products and services from a site every time they decide on a purchase. Respondents have purchased on the Sociolla site, so trust in the Sociolla site will influence them to seek additional information about Sociolla products or services when they want to make their next purchase. Respondents felt that Sociolla could provide good service, so respondents tried to prove it by getting information about the SOCO community. [25] mention that a sense of security in e-commerce will build Trust in the website, including Trust in the information and trust to buy on the site. Data from interactions and other customer testimonials received by respondents will increase their Trust in the Sociolla site.

Trust in the website has a significant positive effect on repurchase intention. The results of this study are the same as the results of research conducted by [26] that trust in members from the dimensions of integrity, benevolence, and ability has a significant influence on increasing customer shopping interest in e-commerce. Exciting e-commerce sells a wide range of products for young people to answer various needs, sound visualization, quality services, and provide complete information [21]. As many as 92.5% of research respondents are aged 18-30 years, so it can be concluded that respondents are interested in buying back on the Sociolla site because Sociolla has succeeded in answering their needs by providing a variety of products with attractive visualizations, quality shopping services, and complete information. Respondents felt that Sociolla could give good customer service, so respondents would shop again at Sociolla if they had the opportunity. [26] mention that repurchase intentions are encouraged because of loyalty to a brand driven by promotion, personal satisfaction, or the brand itself, the existence of a good service experience, being able to meet expectations, and providing customer satisfaction causes a feeling of attachment, thus encouraging repurchase intention [27].

Intention to get information has no significant positive effect on repurchase intention. The variable measured in the reference journal is purchase intention made for new users. The information the customer receives can influence purchase intentions [28]. However, information is different from the choice to get information. Respondents do not necessarily have the sense to get information because they are experienced in buying in Sociolla, but it is possible to join the SOCO community. Respondents accidentally get information that encourages respondents to make a repurchase. With the personal experience of respondents, an individual satisfaction assessment is created, a factor that forms loyalty to the brand and encourages repurchase intention [25].

Conclusion

The results of this study get several conclusions. Structural assurances, trust propensity, and impression management significantly affect Trust in members. In contrast, familiarity, perceived similarity, and social networking have no significant positive impact on Trust in members. Trust propensity and impression management have a significant positive effect on Trust in the website, while structural assurance has no significant positive impact on Trust in the website. Trust in members and Trust in the website significantly positively affect the intention to get information. Confidence in members and Trust in the website significantly positively affects repurchase intention. In contrast, the choice to get information has no significant positive impact on the repurchase intention.

Managerial Implications

This research proved that trustworthiness is the key to building Trust. A person's Trust in the expertise and trustworthiness of the company is based on the company's past performance that is judged by its credibility [26]. Sociolla needs to build trustworthiness to maintain the Trust of its customers. Building company credibility to increase Trust in members can be done by improving the experience within the SOCO virtual community platform. For example, I am presenting a verification emblem or symbol on the profiles of virtual community members for the credibility of member data and reviews provided.

Sociolla does not have products over the Sociolla brand, so the loyalty of its customers is more closely related to the brands and products they buy on the Sociolla website. This allows subscribers to buy from other channels. Sociolla must show exclusiveness by making a joint business plan with the product brand to leave a positive impression on customers.

Sociolla has the power in the information field with review information from community members, product information on the Sociolla site, vital information on the Beauty Journal (<https://journal.sociolla.com/>) media, and information on social media such as Youtube, Instagram, Facebook, Twitter, and Tiktok. [27] mention that the power of electronic word of mouth is based on its credibility, and electronic word of mouth dramatically influences the purchasing decision process, even for customers who will buy products in the future [2]. With the many communication and information media presented by Sociolla, it is an excellent opportunity to reach various new and old customers (re-marketing). The challenge for Sociolla is to offer reliable press and information. All media and information conveyed must be accurate and unambiguous. Communication collaboration must be highly considered to deliver proper communication.

Sociolla has an extensive database of customers through its communities, media, and purchasing sites. However, adequate loyalty programs in all offline and online ecosystems must also support this. In addition to loyalty programs, Sociolla can also strengthen social proof communication. Sociolla is intense with word of mouth happening within its community platform. It will be even more vital when word of mouth from community members is also highlighted on the Sociolla shopping site and Beauty Journal media by presenting a case study page of customers of different skin types. Case study pages can provide product recommendations on skin types in a more informative and visually pleasing manner.

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