

## INTISARI

Kesuksesan bisnis *social commerce* bergantung pada partisipasi konsumen. Penelitian ini menginvestigasi motivasi niat partisipasi di *social commerce* dengan dua pendekatan model penelitian berdasarkan *stimulus-organism-response*. Pendekatan pertama diadopsi dari model Zhang *et al.* (2014) yang menguji pengaruh fitur teknologi *social commerce* terhadap pengalaman konsumen (*social support, social presence, flow*) dan niat partisipasi. Pendekatan kedua membangun model baru yang menggunakan *technology readiness* (Parasuraman dan Colby, 2015). Lebih lanjut, penelitian ini membandingkan kedua model untuk mengidentifikasi kemampuan dalam menjelaskan niat partisipasi di *social commerce*. Hasil menunjukkan bahwa model 1 *social presence* lebih baik dibandingkan model 2 *technology readiness*. Fitur teknologi media sosial tidak berpengaruh pada *technology readiness*, sehingga konsumen tidak terdorong untuk berpartisipasi. Pada kedua model, *flow* memiliki pengaruh terbesar dalam mendorong partisipasi *social commerce* konsumen. Sedangkan *social support* tidak berpengaruh signifikan terhadap partisipasi *social commerce*. Penelitian ini menemukan bahwa *perceived sociability* memengaruhi *social presence* yang menciptakan pengalaman *flow* konsumen dan selanjutnya mendorong partisipasi di *social commerce*. Implikasi praktik riset ini adalah *social commerce providers* perlu memfasilitasi *sociability tools* guna menciptakan *social presence* dan pengalaman *flow* yang dapat menggerakkan motivasi konsumen untuk berpartisipasi di *social commerce*.

Kata kunci: *perceived interactivity, perceived personalization, perceived sociability, social support, social presence, flow, technology readiness, customer participation, social commerce*

## **ABSTRACT**

*The success of social commerce depends on customer partisipation. This study investigates the motivation of customer partisipation intention in social commerce using two approaches for the research model based on S-O-R paradigm. The first approach is adopted from Zhang et al. (2014) model that investigate the effects of technological features on customers' virtual experiences (social support, social presence, flow) and subsequently their participation intention. The second approach is a new model that incorporates technology readiness (Parasuraman dan Colby, 2015) to the first model. Furthermore, this study compared both models to identify their ability to explain participation intention in social commerce. Results show that the first model is better than the second. There's no evidence supporting influence between technological features and technology readiness, so customer did not participate in social commerce. In both models, flow had a strong impact on customer participation in social commerce. Meanwhile, social support had no significant influnece on participation intention. The study finds that perceived sociability had a significant impact on social presence that creates flow and drives customer participation in social commerce. It implies practically that social commerce providers should facilitate the sociability tools that creates customer' social presence and flow that drives their high motivation for participate in social commerce.*

*Keywords: perceived interactivity, perceived personalization, perceived sociability, social support, social presence, flow, technology readiness, customer participation, social commerce*