Analysis The Mediating Effect of Guanxi Elements on Social Shopping Intention

Agustina Fitrianingrum[1], Regita Helmiani Harahap[2],
agustina@uib.edu, 1741275.regita@uib.edu

[1]Faculty of Economics, Universitas Internasional Batam, Batam, Indonesia
[2]Faculty of Economics, Universitas Internasional Batam, Batam, Indonesia

Abstract

Recently, the growth of social media has driven the development of social commerce (s-commerce). The purpose of this study is to investigate consumer decisions in s-commerce, where this research conducts empirical research on social media to validate how guanxi elements (eg ganqing, renqing and xinren) affect consumer decisions in s-commerce. In the research model, the researcher conducted an online survey to collect data. Respondents for this study were ethnic Chinese students in Batam. The sample size is 279 responses. The data is analyzed using partial least square (PLS)—a structural equation modelling (SEM) technique. This thesis confirm that all hypothesis have significant relationship and positively related to Social Shopping Intention.

Keywords: Guanxi elements, s-commerce, Social Shopping Intention.

Introduction

In today's digital era, people are using social commerce as a means of doing business. Social Commerce is the use of social media such as Social Networking Service or SNS to facilitate online purchases (Kim & Park, 2012). In the context of social commerce, guanxi is very important because social commerce is mostly driven by social interactions and the contribution of its users which emphasize sharing information with friends through social networks. Guanxi can be defined as a connection or relationship in a social structure to exchange favors, which consists of various kinds of assistance based on personal relationships (Luo, 1997). There are three elements in guanxi, namely the dimensions of ganqing, renqing, and xinren.

Currently consumers have a tendency to exchange their opinions about products with each other this is referred to as word of mouth or word of mouth, Marketing in this era can be done effectively and efficiently where the internet business players can run smoothly. Deliver information related to products or services in various forms such as text, images and videos. This is what creates the Electronic Word Of Mouth marketing concept (Juliantrin, 2018). In this era, consumers are more tempted by ratings and reviews from various consumers in cyberspace, such as the Electronic Word Of Mouth (Juliantrin, 2018), because of the many ratings and reviews given by consumers, this increases public trust in products

from a country as well as the convenience of shopping online given that people are more interested in shopping online. So in the context of Social Commerce, guanxi is very important because Social Commerce is mostly driven by social interaction and the contribution of its users who emphasize sharing information with friends through social networks.

The Chinese ethnic in Indonesia have made the list of the 20 largest population in Indonesia. Based on data that has been carried out by a population census in 2010, the total number of people of Chinese descent in Indonesia has reached 2.83 million or around 1.2% of Indonesia's population, which currently amounts to 236.73 million (Databoks, 2017). While in Batam City recorded that the number of ethnic Chinese in Batam was 6.28% of the total population in Batam, which amounted to 1,236,399 people (Mahendra, 2020). This number is in fifth place after Javanese, Malay, Batak and Minangkabau ethnicities (Mahendra, 2020). Currently in Batam, students can study while working. This has led to the large number of ethnic Chinese students studying in Batam City also Batam is one of the cities that has the advantage of a strategic geographical location. Located in the Strait of Malacca, which is one of the world trade routes and since 1969, Batam has received special attention from the Central Government, such as the establishment of a free trade zone area as stipulated in Law Number 44 of 2007 concerning Free Zones and Free Ports (Budiman, 2019) due to the strengthening of cross-border work networks surpassing the Chinese ethnic in Indonesia especially in Batam, they began to take globalization steps. This study suggests that it is important to further enhance the understanding of the existing literature by adopting a guanxi perspective to explain consumer intentions, especially Chinese students to shop online. Thus, the purpose of this study to examine the mediating effect of guanxi elements on social shopping interest in ethnic Chinese students in Batam City.

Literature Review

Social Shopping Intention

Social commerce refers to the use of social media to facilitate online purchases (Kim & Park, 2012). Examples of existing platforms in social commerce are like twitter and facebook, these two social media provide many B2C and C2C link channels for consumers and merchants (Jiang et al., 2019). The online social shopping platform allows consumers to search for products, post and share items and ask their opinion about the product with other users and friends, find reviews by experts who can be trusted before buying, buy products, and rate and recommend products after use (Kang & Johnson, 2015). According to Yang, (2019) Social shopping is an online buying and selling activity, but sales are only via social media such as Facebook, Twitter, and Instagram, so social shopping intention is someone's desire to buy and sell online on social media.

Guanxi Elements: Ganqing, Renqing, and Xinren

Guanxi is a relationship or connection. Guanxi has long been rooted in Chinese society because ethnic Chinese really like the process of guanxi and always try to build and maintain guanxi so that it does not become extinct (Taormina & Gao, 2010). Other definitions of guanxi usually use terms such as "personal relationships". In this case emphasizes that the exchange of aid is an important component of the process of creating guanxi. Guanxi is a network of social connections for a person such as family, close friends, and people who are interpersonal with friends or family as well as people who are connected to the tradition of

Agustina Fitrianingrum[1],
Regita Helmiani Harahap[2]

connection (Taormina & Gao, 2010). There are three elements in guanxi, namely ganqing, renqing, and xinren. Ganqing is similar to feeling or emotional understanding, it expresses the social relationship between two organizations or two individuals, emotional attachment and a willingness to care for each other. Renqing is a debt of gratitude or reciprocal norms such as giving and receiving gifts or favors out of obligation. Whereas xinren is similar to trust, because it is built little by little between networks or networks that always rely on help over time (Yang, 2019).

In the context of social commerce, guanxi is very important because social commerce is largely driven by social interactions and contributions from users who encourage sharing information with friends through social networks and social networks as it is formed by a series of special bonds that connect individuals who are different (Yang, 2019). Guanxi is involved through social interaction and also communication between these people in the social commerce process. So this study focuses on the importance of guanxi in the context of social commerce.
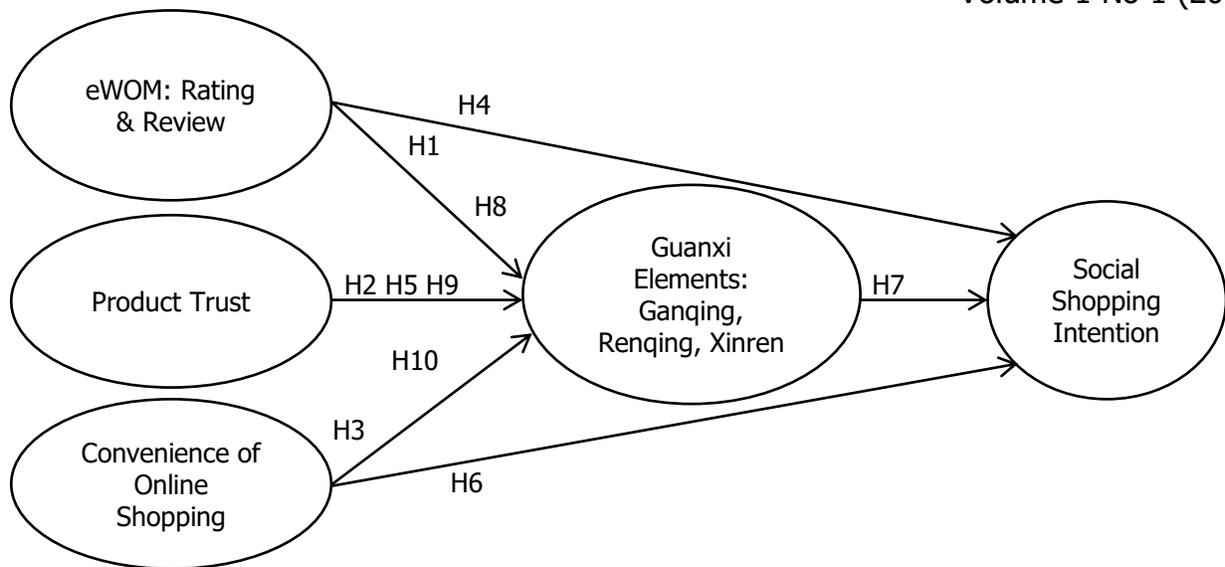
eWOM: Rating and Review

eWOM is defined as "a positive or negative explanation made by customers about a product or company, which is available to many people and institutions via Internet" (Prasad et al., 2017). Sulthana & Vasantha, (2019) stated eWOM is a typical online behavior where consumers can exchange their buying experiences and product-related information to get better purchasing decisions.

Product Trust

According to (Guo et al., 2018) product trust is product trust which refers to consumer confidence in the quality and reliability of a product. Brand trust is achieved through shared experiences and activities and is a necessary concept for a successful relationship between a company and customers. Brand trust is defined as a trust where the store that consumers choose will provide the best profit for them. Brand trust increases the likelihood that consumers will be able to choose their product (Chae et al., 2020)

Convenience of Online Shopping

The concept of convenience in online shopping refers to the convenience of saving time, the convenience of shopping anywhere and easy price comparisons (Raman, 2019). Rahman et al, (2018) stated that there are most people who are busy in carrying out their daily activities and have serious time constraints to go out to shop, they consider online shopping as a time-saving mechanism. Previous research has also shown that eliminating travel time and standing time in long queues is a convenience factor that greatly influences consumers to shop online (Raman, 2019).

Figure 1. Research Model

Hypothesis

H1:   There is a significant positive relationship between eWOM: Rating and Review on Guanxi Elements: Ganqing, Renqing, and Xinren.

H2:   There is a significant positive relationship between eWOM: Rating and Review on Social Shopping Intention.

H3:   There is a significant positive relationship between Product Trust on Guanxi Elements: Ganqing, Renqing, and Xinren.

H4:   There is a significant positive relationship between Product Trust on Social Shopping Intention.

H5:   There is a significant positive relationship between Convenience of Online Shopping on Guanxi Elements: Ganqing, Renqing, and Xinren.

H6:   There is a significant positive relationship between Convenience of Online Shopping on Social Shopping Intention.

H7:   There is a significant positive relationship between Guanxi Elements: Ganqing, Renqing, and Xinren on Social Shopping Intention.

H8:   eWOM: Rating and Review mediated through Guanxi Elements: Ganqing, Renqing, and Xinren have a significant positive effect on Social Shopping Intention.

H9:   Product Trust mediated through Guanxi Elements: Ganqing, Renqing, and Xinren has a significant positive effect on Social Shopping Intention.

H10: Convenience of Online Shopping mediated through Guanxi Elements: Ganqing, Renqing, and Xinren have a significant positive effect on Social Shopping Intention.

Research Methods

Data Collection

The research design used is a quantitative method. The quantitative method will collect numerical data that can be measured by instruments and analyzed using statistical procedures (Creswell & Creswell, 2018). Data for research were collected using the google

form website, one of the most popular websites for collecting data currently offered by Google. Sample will be obtained using purposive sampling method because it requires certain characteristics and considerations in determining the research sample. The survey link that has been distributed has finally been filled in by 286 respondents. 279 respondents were students of Chinese ethnicity while 7 other respondents were not Chinese. Respondents for this study were 100% ethnic Chinese students in Batam City. As can be seen in Table I 39.8% of the respondents are male and 60.2% of the respondents are female; 90.5% of respondents are 21-30 years old; 39.4% of the respondents studied at Batam International University; and 48% of respondents have an income of around Rp. 3,000,001- Rp. 5,000,000.

Measurement

For this study all items were adapted from previous research, Measures of eWOM: rating and review were adapted from Raman (2019), Measures of Product Trust were adapted from Guo et al. (2018), Measures of Convenience of Online Shopping were adapted from Raman (2019), Measures of Guanxi Elements: Ganqing, Renqing, and Xinren was adapted from Yang (2019), and Measures of Social Shopping Intention was adapted from Yang (2019). The data was collected by using quantitative data analysis methods using the Structural Equation Model Partial Least Square (SEM-PLS). A five-point Likert scale measures all items from 1 "strongly disagree" to 5 being "strongly agree."

Table 1. Demographic characteristics

Items	Characteristic	Frequency	Percentage
Gender	Male	111	39,8%
	Female	168	60,2%
Age	< 20 tahun	24	8,7%
	21 – 30 tahun	249	90,5%
	> 31 tahun	2	0,7%
University	Batam International University	110	39,4%
	Batam University	11	3.9%
	Putera Batam University	31	11,1%
	Riau Kepulauan University	3	1,1%
	Terbuka University	11	3.9%
	Universal University	14	5%
	Batam Polytechnic	31	11,1%
	Batam Tourism Polytechnic	4	1,4%
	Ibnu Sina University	11	3.9%
	Others	53	19%
Income	< Rp. 3.000.000	56	20,1%
	Rp. 3.000.001 – Rp. 5.000.000	134	48%
	Rp. 5.000.000 – Rp. 7.000.000	60	21,5%
	> Rp. 7.000.001	29	10,4%

Source: Author

Common Method Bias

Self-reported surveys may have problems with common method bias, so we conducted an examination for common method bias in this study. According to Podsakoff et al. (2003),

Harmon's single factor test was used to ensure that this bias would not be a problem in this study. For the CMB test the researcher used the SPSS version 25.0 application with a result of 35.075% which was acceptable because the test result value <50%.

Results and Discussion

Measurement Model Assessment (Outer Model)
Indicator Loadings

Indicators that are considered valid can be measured by checking the outer loading in the PLS Algorithm analysis output box. The indicator can be said to be valid if it has a value >0.6 (Suhartanto, 2020; Hair et al, 2019). In this measurement process, the indicators that have been eliminated are: G8, G9.

Construct Reliability

Cronbach's Alpha and Composite Reliability must have a value> 0.50 to be accepted (Suhartanto, 2020; Hair et al, 2019). The test results show that Cronbach's Alpha and Composite Reliability are> 0.50, so the test results are reliable.

Table 2. Construct Reliability

	Cronbach's Alpha		Composite Reliability	
	Original Sample	Sample Mean	Original Sample	Sample Mean
E	0.782	0,783	0.851	0.851
PT	0.881	0.881	0.918	0.918
COS	0.820	0.819	0.881	0.880
GE	0.835	0.835	0.876	0.876
SSI	0.731	0.730	0.833	0.833

Source: Author

Convergent Validity

According to Hair et al, (2019) validity is the extent to which a set of correct actions from the concept of research or the extent to which the research is free from systematic deviations. Average Variance Extracted (AVE) must have a value> 0.50 to get it (Suhartanto, 2020; Hair et al, 2019). The test results show that all constructs have AVE >0.50, so the test is declared valid.

Table 3. Average Variance Extracted

	Original Sample	Sample Mean	Remarks
E	0.535	0.537	Valid
PT	0.738	0,737	Valid
COS	0.650	0.649	Valid
GE	0.503	0.505	Valid
SSI	0.556	0.556	Valid

Source: Author

Discriminant Validity

According to Hair et al, (2019) Heterotrait-Monotrait Ration is an alternative procedure for assessing discriminant validity by estimating the true correlation between two constructs if they are perfectly measured (i.e., if they are truly reliable). HTMT must show a value below 0.90 (Hair et al., 2019). The constructs in this study were all under the value of 0.90.

Agustina Fitrianingrum[1],
Regita Helmiani Harahap[2]

Structural Model (Inner Model)
Coefficient Determination

The coefficient of determination measures the predictive power of the model. R2 value of 0.75 strong, 0.50 moderate, and 0.25 weak. The results of the study show the predictive power of Guanxi Elements: Ganqing, Renqing, and Xinren is 0.428, this is classified as moderate and for the predictive power of Social Shopping Intention of 0.504 this is classified as strong.

Effect Size (F²)

F² values of 0.02, 0.15, and 0.35 indicate small, medium, or large effects (Hair et al., 2019). The table below shows the size values for f².

Table 4. Effect Size (F²)

	Original Sample	Sample Mean	Effect Size
E → GE	0.142	0.152	Small-Medium
PT → GE	0.034	0.038	Small-Medium
COS → GE	0.301	0.038	Medium-Large
E → SSI	0.033	0.039	Medium-Large
PT → SSI	0.034	0.038	Medium-Large
COS → SSI	0.065	0.073	Large
GE → SSI	0.091	0.098	Small-Small

Source: Author

Cross-validated Redundancy

The predictive relevance of the independent construct value to the dependent construct value (Q²) must be higher than 0 to indicate that the predictive relevance is acceptable (Hair et al., 2019). The test results show that the Q2 value for Guanxi Elements: Ganqing, Renqing, and Xinren is 0.197 and for Social Shopping Intention is 0.258.

Table 5. Cross-validated Redundancy (Q²)

	Q²
Guanxi Elements: Ganqing, Renqing, and Xinren	0,197
Social Shopping Intention	0,258

Source: Author

Hypothesis Discussion
Direct Effects

Table 5. Path Coefficient

	Original Sample	Sample Mean	T Statistics	P Value
E → GE	0,399	0,404	6,174	0,000
E → SSI	0,191	0,193	2,501	0,013
PT → GE	0,181	0,177	2,713	0,007
PT → SSI	0,157	0,155	2,384	0,018
COS → GE	0,174	0,178	2,834	0,005
COS → SSI	0,236	0,237	3,148	0,002
GE → SSI	0,281	0,281	3,827	0,000

Source: Author
Indirect Effects

Agustina Fitrianingrum[1],
Regita Helmiani Harahap[2]

Table 7. Specific Indirect Effects

	Original Sample	Sample Mean	T Statistics	P Value
E → GE → SSI	0,112	0,114	2,986	0,003
PT → GE→ SSI	0,051	0,050	2,168	0,031
COS → GE→ SSI	0,049	0,050	2,233	0,026

Source: Author
Total Effect

Table 8. Total Effects

	Original Sample	Sample Mean	T Statistics	P Value
E → GE	0,399	0,404	5,929	0,000
E → SSI	0,303	0,307	4,306	0,000
PT → GE	0,181	0,177	2,559	0,007
PT → SSI	0,208	0,205	3,081	0,002
COS → GE	0,174	0,178	2,834	0,005
COS → SSI	0,285	0,287	3,872	0,000
GE → SSI	0,281	0,281	3,827	0,000

Source: Author

Research Hypothesis Statement

H1: eWOM: Rating and Review has a positive significant influence on Guanxi Elements: Ganqing, Renqing, and Xinren.

The results showed that eWOM: Rating and Review had a significant positive effect on Guanxi Elements: Gaqing, Renqing, and Xinren. The t value and p value of 4.275 and 0.000 indicate that the relationship is significant. A path value of 0.404 indicates that they have a positive relationship. The results are consistent with Yang, (2019); Sulthana & Vasantha, (2019) and have proven that the hypothesis can be accepted. In this study it is said that Guanxi promotes the relationship between individuals and individuals and shares knowledge between members and members in an organization, someone who gets the purchasing experience from his peers will think of his partner as a good person so that the individual who gets the experience will provide information about a useful products for their other colleagues (Yang, 2019). Thus it can be concluded that individuals who value guanxi are more willing to share their purchasing experience with their own peers.

H2: eWOM: Rating and Review has a significant positive effect on Social Shopping Intention

The results showed that Product Trust had a significant positive effect on Social Shopping Intention. The t value and p value of 3.872 and 0.000 indicate that the relationship is significant. Path value 0,307. The results are consistent with previous research by Koubova & Buchko, (2017) and have proven that the hypothesis can be accepted. In this study it is said that with the development of electronic media that has emerged as a strong and reliable source of information, the influence of eWOM on purchasing decisions has increased significantly because online reviews act as a strong informant and recommendation provider and significantly influence online purchase intentions (Koubova & Buchko, 2017).

H3: Product Trust has a significant positive effect on Guanxi Elements: Ganqing, Renqing, and Xinren.

The results showed that Product Trust had a significant positive effect on Guanxi Elements: Gaqing, Renqing, and Xinren. The t value and p value of 2.713 and 0.007 indicate

that the relationship is significant. The path value of 0.177 indicates that they have a positive relationship. The results are consistent with Yang, (2019); Lin et al., (2018) and have proven that the hypothesis is accepted. When trust is included in the guanxi dimension, namely xinren, guanxi also suppresses mutual cooperation, provides mutual understanding, and maintains a harmonious relationship and in previous studies it has shown that trust is the basis of guanxi (Yang, 2019). Previous research has stated that if a person or individual has a belief in a product, they will share their experiences with the product with their colleagues, and when their colleagues think that someone or the individual can be trusted there is a higher probability that Guanxi can be developed (Lin et al., 2018).

H4: Product Trust has a significant positive effect on Social Shopping Intention.

The results showed that Product Trust had a significant positive effect on Social Shopping Intention. The t value and p value of 3.144 and 0.002 indicate that the relationship is significant. A path value of 0,205 indicates that they have a positive relationship. The results are consistent with previous studies by Chae et al. (2020); Sanny et al., (2020) and have proven that the hypothesis is accepted. Trust in a product increases the likelihood that consumers will be able to choose their product (Chae et al., 2020). Products that have a high trust image are often considered to be of better quality than products with a lower brand image. Thus, because it has a correlation of product quality on consumer perspectives, trust in a product has the greatest positive influence on consumer intentions to shop online (Sanny et al., 2020).

H5: Convenience of Online Shopping has a significant positive effect on Guanxi Elements: Ganqing, Renqing, and Xinren

The results showed that the Convenience of Online Shopping had a significant positive effect on Guanxi Elements: Ganqing, Renqing, and Xiren. The t and p values were 2.834 and 0.078, indicating that the relationship was significant. The path value of 0,178 indicates that they have a positive relationship. These results are consistent with previous research by Raman, (2019); Yang, (2019) and the test results prove that the hypothesis can be accepted. Previous research has revealed that the intention to buy online increases when customers' perceptions of convenience associated with online shopping increase, and convenience includes elements such as time, effort, and the ability to compare multiple products anywhere and anytime (Raman, 2019), if someone has experience about the convenience of shopping online, there will be a desire to share experiences with colleagues. Individuals who get the buying experience from their peers will think of their colleagues as good people so that individuals who get the experience will provide useful information about a product to other colleagues (Yang, 2019).

H6: Convenience of Online Shopping has a significant positive effect on Social Shopping Intention.

The results showed that the Convenience of Online Shopping had a significant positive effect on Guanxi Elements: Ganqing, Renqing, and Xiren. The t value and p value of 3,872 and 0,000 indicate that the relationship is significant. The path value of 0,287 indicates that they have a positive relationship. These results are consistent with previous studies that they have a relationship with Anesbury et al, (2015); Al-Debei et al, (2015) and their test results prove that the hypothesis can be accepted. The concept of convenience in shopping online refers to the convenience of saving time, the ease of shopping anywhere and the ease of price comparison, most people who are busy in carrying out their daily activities and have serious time constraints to go shopping so they consider online shopping as a time-saving

mechanism (Anesbury et al., 2015). Several previous studies have shown that the main incentives for consumers to use the internet to shop are the convenience of being able to choose from many brands and the ability to compare products and prices in one place (Al-Debei et al., 2015). Consumers also form a positive attitude towards online shopping intentions because of the convenience in saving time, the availability of online stores around the clock and the ability to access online stores from almost any location (Anesbury et al., 2015).

H7: Guanxi Elements: Ganqing, Renqing, and Xinren have a significant positive effect on Social Shopping Intention.

The results showed that Guanxi Elements: Ganqing, Renqing, and Xiren had a significant positive effect on Social Shopping Intention. The t value and p value of 3,827 and 0,000 indicate that the relationship is significant. The path value of 0.281 indicates that they have a positive relationship. These results are consistent with previous studies that they have a relationship with Yang, (2019); Davison et al, (2018) and their test results prove that the hypothesis can be accepted. The guanxi elements which consist of ganqing, renqing, and xinren specifically concentrate on the values and perceptions of society towards guanxi elements in the context of social trading. Guanxi between individuals can be improved in terms of sharing repeated supporting information which can further increase one's intention to shop online (Yang, 2019). In general, this shows that individuals who have ganqing, renqing, and xinren are more willing to buy or shop on social commerce. Individuals who are in the ganqing and renqing elements will be more likely to do their best to support other people or their friends, consequently when their colleagues provide shopping information and also sell products on social commerce they will do the best support for their friends (Davison et al., 2018). Apart from xinren, if someone believes in information about purchases and products used by colleagues, it is likely that that person will use a social commerce platform to find information about these products and also carry out commercial activities online (Yang, 2019).

H8: eWOM: Rating and Review, mediated through Guanxi Elements: Ganqing, Renqing, and Xinren has a significant positive effect on Social Shopping Intention.

Guanxi Elements: Ganqing, Renqing, and Xinren as mediation eWOM: Rating and Review and Social Shopping Intention have a t-statistic of 2.986 and a p-value of 0.003 which indicates a significant relationship, and a path value of 0.114 indicates a positive effect. As explained in H1 and H2 Guanxi, promoting the relationship between individuals and individuals and sharing knowledge between members and members in an organization, someone who gets the purchasing experience from his peers will think of his partner as a good person so that the individual who gets the experience will provide information about a product that is useful for their other colleagues (Yang, 2019). With the development of electronic media that has emerged as a strong and reliable source of information, the influence of eWOM on purchasing decisions has increased significantly because online reviews act as a strong informant and recommendation provider and significantly influence online purchase intentions (Koubova & Buchko, 2017).

H9: Product Trust, mediated through Guanxi Elements: Ganqing, Renqing, and Xinren has a significant positive effect on Social Shopping Intention.

Guanxi Elements: Ganqing, Renqing, and Xinren as mediation of Product Trust and Social Shopping Intention have a t-statistic of 2.168 and a p-value of 0.031 which indicates a significant relationship, and a path value of 0.050 indicates a positive influence. As has been

explained in H3 and H4 a person or individual has confidence in a product, they will share their experience with the product with their colleagues, and when their colleagues think that someone or that individual can be trusted there is a higher probability that Guanxi can be developed and Trust in a product increases the likelihood that consumers will be able to choose their product (Chae et al., 2020).

H10: Convenience of Online Shopping, mediated through Guanxi Elements: Ganqing, Renqing, and Xinren has a significant positive effect on Social Shopping Intention

Guanxi Elements: Ganqing, Renqing, and Xinren as mediation of Convenience of Online Shopping and Social Shopping Intention has a t-statistic of 2.233 and p-value of 0.026 which indicates a significant relationship, and a path value of 0.050 indicates a positive effect. As has been explained in H5 and H6, if someone has experience about the convenience of shopping online, there will be a desire to share experiences with colleagues. Individuals who get the buying experience from their peers will think of their colleagues as good people so that individuals who get the experience will provide useful information about a product to other colleagues (Yang, 2019). Consumers also form a positive attitude towards online shopping intentions because of the convenience in saving time, the availability of online stores around the clock and the ability to access online stores from almost any location (Anesbury et al., 2015).

Table 9. Hypothesis Summary

Hypothesis	Relationship	Remarks
E → GE	Positive Significant	Accepted
E → SSI	Positive Significant	Accepted
PT → GE	Positive Significant	Accepted
PT → SSI	Positive Significant	Accepted
COS → GE	Positive Significant	Accepted
COS → SSI	Positive Significant	Accepted
GE → SSI	Positive Significant	Accepted
E → GE → SSI	Positive Significant	Accepted
PT → GE→ SSI	Positive Significant	Accepted
COS → GE→ SSI	Positive Significant	Accepted

Source: Author

Conclusions

The purpose of this study is to investigate consumer decisions in s-commerce, where this research conducts empirical research on social media to validate how guanxi elements (for example ganqing, renqing and xinren) as mediating variables affect consumer decisions in s-commerce. The independent variables examined were: eWOM: Rating and Review, Product Trust, Convenience of Online Shopping, while the mediating variable is Guanxi Elements and dependent variables is Social Shopping Intention. It can be concluded that eWOM: Rating and Review, Product Trust, Convenience of Online Shopping has significant and positive relationship with Social Shopping Intention. Guanxi Elements: Ganqing, Renqing, Xinren shows positive significant relationship when mediating eWOM: Rating and Review, Product Trust, Convenience of Online Shopping towards Purchase Intention. This study is to advise s-commerce business owners in Batam to assist consumers in building and maintaining close relationships. Although guanxi originates from the Chinese context, human relations remain universal. even though in different cultural contexts, companies must also

pay attention to maintaining close relationships between consumers. In addition, the s-commerce site is a forum to convey all opinions about the shopping experience and companies must accept all positive and negative comments on s-commerce, thus creating public comfort in online shopping and public trust in products offered by companies that can increase the desire to shop online.

For future research, researchers recommend conducting research on more specific social media platforms such as Instagram, Line, Twitter and others. In this study, researchers only focused on guanxi elements (eg Ganqing, renqing, and xinren) that influence decision making, and did not consider the influence of other guanxi elements, such as mianzi. Further research may consider other elements of guanxi (eg Mianzi to fully validate predictors affecting social spending intentions in the context of s-commerce.

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