

# THE EFFECT OF USER EXPERIENCE, BRAND IMAGE, AND TRUST ON PURCHASE DECISION IN SOCIAL COMMERCE FACEBOOK

<sup>1</sup>SABIQ ADZHANI HAMMAM, <sup>2</sup>EMIL ROBERT K.

<sup>1,2</sup> Information Systems Management Department,

BINUS Graduate Program – Master of Information System Management, Bina Nusantara University,  
Jakarta, Indonesia 11480

E-mail: <sup>1</sup>sabiq.hamam@binus.ac.id, <sup>2</sup>emil.kaburuan@binus.ac.id

## ABSTRACT

The purpose of this study was to determine the factors that effect purchasing decisions on Social Commerce Facebook. First, whether user experience has a significant effect, second is whether the brand image has a significant effect and third is whether the trust has a significant effect on purchasing decisions. The data source used in this research is primary data, namely data directly sourced from respondents without any intermediaries, in this case, the answers to the questions in the questionnaire distributed online. Primary data produced in this study is the result of respondents' responses to the research variables to be tested. Because the population object to be studied is very broad, the researchers chose the cluster sampling technique. So the researchers decided to use the slovin formula to determine the number of samples to be used. The population size refers to the total number of Facebook users in the DKI Jakarta area as of January 2018, amounting to 16 million users. From the above calculations, a sample of 400 people was obtained, so to support this study the number of respondents consisted of 400 respondents. Furthermore, in this study, the data analysis used multiple regression analysis. This study shows that user experience, brand image, and trust significantly influence the purchase decision in social commerce Facebook..

**Keywords:** *Social Commerce, User Experience, Brand Image, Trust, Purchase Decision, Facebook*

## 1. INTRODUCTION

Online shopping and the widespread use of social media recently gave birth to a new paradigm of e-commerce called social commerce (s-commerce). Social Commerce response is part of e-commerce that uses social media for social interaction between consumers and business actors. Social Commerce is a new form of electronic commerce that uses the use of social media, online media that supports social interaction and user contributions, to assist in online purchases and selling products and services[1]. Referring to data from[2], Social Commerce consumers or can be referred to as Social Buyers in the US who have made at least one purchase through any social commerce channel, including links and transactions on the platform itself, experienced an increase in the number of buyers from 2018 which was 53,3 million until the prediction of the number of Social Buyers in 2022 to 94.3 million.

A study conducted by Paypal[3], which involved 4 thousand consumers from China, India, Hong

Kong, Singapore, Thailand, the Philippines, and Indonesia, as well as 1,400 SME merchants. Social commerce Facebook and Instagram are the biggest social commerce platforms in trading for business people. It also explained the three main reasons that trading on social media is becoming increasingly reliable. As many as 63% of respondents rated this platform as easier to reach a wider potential market; 57% of respondents thought it was easier to open a business through social media; 48% of respondents said this platform can increase the network of friends and acquaintances which can drive business growth. Supporting the above results, based on data Indonesian Internet Service Providers Association, social media content that is often used by Indonesians is Facebook (50.7%) as the social media most visited by respondents. Followed by Instagram (17.8%), YouTube (15.1%), Twitter (1.7%), and LinkedIn (0.4%).

Purchasing decisions have many aspects, including where to buy the product, what brand or model, when to buy, how much it costs, and which method of payment. Many factors influence

consumer purchasing decisions. Conditions of consumers in making decisions include external, internal, and marketing factors. External factors are culture, subculture, group, situation, social class, and family. For internal factors, namely perception, attitude, knowledge, personality, lifestyle, participation, and role.

In purchasing decisions, user experience can be one of the factors that consider buying and transacting on Social Commerce Facebook. In the transaction, consumers need to visit the profile of the seller they are interested, in this user profile can be seen from the display of the photos of the products that are posted, whether it attracts attention to consumers or makes consumers switch to another seller's profile. Besides, the next supporting factor that makes it possible to influence purchasing decisions in Social Commerce Facebook is the brand image factor. Brand image is the perception and belief that consumers have as reflected in the associations formed in their memories[4]. Many business actors offer similar products, so a store with a better brand image will be the main consideration for prospective buyers to make purchasing decisions. Another and most important supporting factor is trust that must be considered when buying a product on Social Commerce Facebook. This is because the products previously purchased by consumers, business actors must be able to build consumer confidence in the products provided so that they can attract attention and generate consumer interest and trust.

There are many factors that cause someone to buy something from Facebook Social Commerce. Starting from, trust, service facilities and even payment methods. For that reason by researchers and paying attention to Facebook users who transact in buying and selling in it, the researchers want to examine several things that influence consumers to make purchasing decisions on Social Commerce Facebook, so that it is expected to provide input for business owners in social commerce Facebook and how to make social commerce consumers are better. The study addresses this issue consumer in Jakarta, by data[13] Jakarta is the second-largest city after Bangkok as an active user on Facebook Social Media.

## 2. LITERATURE REVIEW

### 2.1 Social Commerce

Social Commerce is rapidly developing into a new consulting field for researchers and

researchers, demonstrating the impact of social media and social networking technology and services in shaping business channels on and off the Internet. In general, social commerce refers to the use of Web 2.0 in e-commerce, especially the core functions of Web 2.0, such as user-generated content and content sharing. The influence of Web 2.0 on e-commerce can be seen from the results of the business and social interactions between consumers. More specifically, Web 2.0 will significantly regulate business transactions and business reputation systems. It can also improve business relationships with customers, increase traffic to a company website, discover new business opportunities, and support product and brand development [5].

Social commerce is a form of commerce that is mediated by social media and brings together online and offline environments [6]. Social commerce is viewed as a subset of e-commerce that integrates both social and commercial activities by utilizing social technologies into e-commerce websites[7]. Broadly speaking, social commerce involves the use of internet-based media that allows people to add to marketing, sales, comparison, planning, purchasing, and sharing of products and services in the market as well as in online and offline communities. Social commerce has received widespread attention in the new business channels on the internet. Many online businesses use technology and social services to grow their business. Because social media is easily accessible, many consumers use it as a source of information about companies, brands, products, and services.

Stated that s-commerce can provide important commercial benefits such as social media monetization, optimization of e-commerce sales, and business model innovation. As individuals and companies seek to monetize various aspects of social media, the prospects for s-commerce businesses depend on consumers' acceptance of this new form of commerce but also their trust. The main tool in an e-commerce business platform is connectivity.[8] When consumers begin to connect, accessing product/service information is no longer an expensive item. Sharing of content, ratings, and reviews among consumers is the impact of the impact on the shopping behavior of internet users. Indonesia is one of the largest groups of social media users in the world, so it is hoped that it can capture this global phenomenon.

### 2.2 Purchase Decision

The definition of a purchase decision is a stage in the process of making a purchase decision from a real consumer [9]. Decision-making is a personal activity that is directly related to obtaining and using the goods provided. The purchasing decision process not only knows the various factors that will affect the buyer but also based on the role and purchase decision in the purchase decision. There are five roles in purchasing decisions: initiator, influencer, decider, buyer, and user. Various stages of the purchase decision process [9]: problem identification, information retrieval, evaluation of alternatives, purchase decisions, and post-purchase behavior. Besides, four other factors influence consumer buying behavior, namely cultural factors, social factors, personal factors, and psychological factors.

Information quality, perceived ease of payment, benefits of online shopping, and trust affect online purchase decisions significantly [10]. In other study by [11], there is not any effect of Trust to the purchase decisions, Convenience to the customer satisfaction, and Trust to Customer Satisfaction through purchase decisions.

Consumers need to obtain complete and accurate information about the product or service to be purchased. Also, security is very important for consumers to make purchases online. With complete and accurate information and security guarantees, buyers will trust the products offered, thus influencing their purchasing decisions. Before making a purchase decision, consumers will go through several important stages to determine preferences, evaluate various choices and make choices. One important source of information is physical contact with products [12].

### 2.3 User Experience

The development of the digital and mobile world makes UX increasingly complex and multidimensional. UX design also has experience because the experience on one device will be different from another. Access the web from a different desktop computer by accessing the same web via a smartphone. Likewise, with the impact of social media, digital media is becoming increasingly diverse [14]. Therefore, the UX concept needs to be studied further so that brand communication remains solid and focused. User experience is how users feel happy and satisfied by using a product, viewing or holding the product. The definition of user experience is the experience that a product creates for users. In the real world, the user experience is not only the most important

product or service chain in a product or service. When in direct contact or contact with the user, the user experience focuses more on the external functions of the product. The resulting interactions are very important to the user experience [15].

To get a good user experience, a product must match the product features and user needs [16]. User experience focuses on a deep understanding of users, user needs, user values, user capabilities, and user limitations [17]. Therefore, the user experience is a concept that the high-tech consumer products industry is currently in great demand for. While technological developments have converged and begun to become a commodity and, as markets have matured and loyal customers have become more important, user experience has emerged as a way to gain a competitive advantage.

Consumers tend to establish a set of brand beliefs about the position of each brand in each attribute. A set of beliefs about a particular brand is called a brand image. Consumer confidence can vary, from actual attributes based on experience to the effects of selective perception, selective distortion, and selective retention [9]. In short, a brand image is a brand image or impression on the minds of customers. Brand image must always be woven into the minds of consumers so that the established brand image remains strong and can be actively accepted. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered, and consumers will likely buy the brand.

### 2.4 Brand Image

Brand image is the most effective way to communicate with customers through their different interests [18]. Therefore, brand image plays an important role in influencing purchasing behavior. Consumers with a positive brand image tend to choose the brand when buying goods. The brand image represents the overall consumer perception of the brand, which is formed by information and consumer experiences with the brand. Every company will always try to maintain a good brand image because in general consumers will assume a good brand image based on the quality of the product itself.

Brand image is a set of associations of a particular brand that is perceived by consumers, which is called a brand association. Three indicators of brand image related to the brand association are as follows [19]:

#### A. Strength of brand associations

The power of brand association relies on information about the brand in people's memory and how to maintain it as part of the product advertising brand image.

#### B. Favorability of brand associations

By convincing people that a brand can bring relevant benefits and meet their needs and wants, a positive brand attitude can be formed towards them to create a brand.

#### C. Uniqueness of brand associations

It is the level of uniqueness of a brand that has continuous competitiveness and interest so that it can attract target audiences to use it.

### 2.5 Trust

The basic thing that potential consumers need to pay attention to when buying goods online is trust in buying and selling service provider websites [20]. Suggest that trust is an important factor in one's online purchasing decisions. In consumer behavior theory, trust in products is part of consumer knowledge and becomes a consideration for consumers in the decision-making process. With that, trust plays an important role, especially in maintaining relationships. Consumer trust has a strong influence. Where is the company's sustainable development trust? It is someone's descriptive thinking about something.

Perceived trust is a determining antecedent in end-user decision-making [21]. Belief in social commerce enables internet retailers to achieve both price and sales capabilities, which has positive consequences on their performance. The adoption of social media in the management process does not affect the company's increasing performance unless the company has trust in social networks [22]. In other words, customer trust is an important thing that must be considered by business actors. To maintain relationships with customers, trust between customers and sellers needs to be maintained. In turn, this will generate customer trust and ultimately build customer loyalty and loyalty.

There is another theory from [23], which states that trust is a consumer's understanding of an object, its attributes, and interests. Objects can be products, people, companies, or anything else that anyone believes. Attributes are traits or characteristics possessed by an object. There are two types of attributes, namely attributes, internal

and external attributes. Intrinsic attributes are all contents related to actual product attributes, while external attributes are all obtained from all external aspects of the product, for example, brand name, packaging, or label. The benefit is a positive result assign attribute to the consumer. Not only that, according to [24], trust is the will that business partner companies rely on. It depends on many interpersonal and interpersonal factors of the organization, such as company perception, integrity, honesty (honestly), and kindness (benevolence).

### 3. RESEARCH METHODOLOGY

Several things are important in making a decision when making a purchase. User experience is the first factor that is one of the considerations for buying and transacting on Facebook Social Commerce. In the transaction, consumers need to visit the profile of the seller they are interested, through this user profile it can be seen from the display of the photos of the products that are posted, whether they attract attention to consumers or make consumers switch to other seller profiles.

Apart from user experience, the trust factor is also very important. Customer trust is a factor that becomes a consideration in buying a product, this is because before the product is purchased by customers, manufacturers and companies must be able to create customer confidence in the product being offered because this aims to attract attention and generate customer interest and confidence in the product. who marketed it.

Then there is what is called a brand image or other words, a brand image, which is the result of a consumer's assessment or view of a brand that is good or bad. This is based on consideration or settlement by comparing the differences in several brands so that the offer is under consumer needs. The brand image represents the overall perception of the brand and is formed from the past experiences of consumers with the brand and information obtained from anywhere, including information from other consumers that can affect the image of the consumer concerned.

From the description above, it can be described into a concept model that adapts the model used in the research conducted [25], [26], resulting in the following figure below :

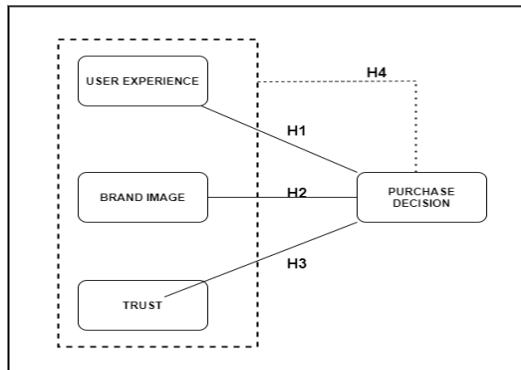


Figure 1. Research Model

The variables in this study consisted of three independent variables (independent variables), one dependent variable (dependent). The independent variables are User Experience (X1), Brand Image (X2), Trust (X3) and the dependent variable is Purchase Decision (Y). Each variable has elements that will be used as a reference for making measurement indicators for each of these variables.

Based on the research to be carried out, the hypotheses that can be formulated in this study are as follows:

(H1) There is an influence of User Experience on decisions in Facebook Social Commerce

(H2 purchase) There is an influence of Brand Image on decisions in Facebook Social Commerce

(H3). There is a trust influence on decision making in Facebook Social Commerce

(H4). There is an influence of User Experience, Brand Image, and Trust on purchasing decisions on Facebook

Because the population object to be studied is very broad, the researchers chose the cluster sampling technique. So the researchers decided to use the Slovin formula to determine the number of samples to be used. Population size refers to the total number of Facebook users in the DKI Jakarta area as of January 2018 amounting to 16 million users (Kemp, 2018). From the above calculations, a sample of 400 people was obtained, so to support this study the number of respondents consisted of 400 respondents.

The instrument that used for data collection in this study is questionnaires. Questionnaires are a series of questions where respondents fill in the answers to the alternative approach of their answers. Questionnaire was given to respondents

who were sampled from the study population. Questionnaires were conducted via electronic media ([www.docs.google.com](http://www.docs.google.com)) as well as through the paper.

Before doing data analysis, the writer needs to test the validity and reliability test of the questionnaire that will be used. The validity test is used to measure whether a questionnaire is valid or not as a research instrument. Testing is done using the Pearson product-moment correlation method which is then compared with the  $r$  table. The value of the  $r$  table is obtained from the degree of freedom =  $n-k$ , where  $n$  is the number of respondents and  $k$  is the number of variables. If the correlation value is greater than the  $r$  table, then the statement is considered valid. If the correlation value is less than the value of the  $r$  table, then the statement is considered invalid and must be excluded from the test.

The questions in the questionnaire are said to be reliable if a person's answer to the questions is consistent. The measurement reliability test in this study was carried out using Cronbach's alpha with the help of SPSS 25.0 software. Cronbach's alpha coefficient which is more than the value of the  $r$  table is called reliable. There is also an opinion that it is reliable if Cronbach alpha > 0.60 (Sunnyoto, 2011: 68). The Cronbach's alpha value which is getting closer to 1 indicates the higher the internal consistency of the reliability.

The data analysis method used is multiple linear regression analysis or by using SPSS 25.0. The regression model must fulfill several assumptions called classical assumptions. The classical assumption test is intended to avoid biased gains. The first classical assumption test is the normality test which aims to test whether there are confounding variables or residual variables in the regression model. The data normality test in this study was carried out using graph analysis and the ratio of skewness and kurtosis values.

Furthermore, there is a multicollinearity test used for multiple regression analysis consists of at least two independent variables, where the level of association of the relationship of influence between these independent variables will be measured through the correlation coefficient ( $r$ ). the regression model is said to be good if there is no correlation between the independent variables.

The third is the heteroscedasticity test carried out to see whether or not the variance of the residuals from one observation is equal to another. If the residuals have the same variance, it is called homoscedasticity and if the variances are not the same, heteroscedasticity occurs. The expected result is homoscedasticity.

Finally, it is necessary to test the hypothesis. Statistical hypothesis testing is a procedure that allows decisions to be made, namely the decision to reject or accept the hypothesis from the data being tested (Sunyoto, 2011). The analysis research that will be used is analysis with multiple regression. Multiple regression analysis is used to measure the relationship or level of association between the independent variables and the dependent variable simultaneously, the equation is as follows

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Information:

Y = purchase decision

$\alpha$  = constant

X1 = user experience

X2 = brand image

X3 = trust

$\beta_1, \dots, \beta_3$  = the regression coefficient to be calculated

$\epsilon$  = confounding factor or error term

Hypothesis testing uses the statistical test and the coefficient of determination (R<sup>2</sup>). To test the hypothesis with statistical tests regarding the effect of user experience, trust, and brand image on purchase decisions on Facebook social commerce, two forms of hypothesis testing are used, namely partially with the t-test and simultaneously with the F test.

#### 4. RESULT

In this chapter, the writer will analyze the data that has been collected. The data that has been collected is in the form of primary data through the questionnaire method which is distributed online and collected by 428 respondents who live in Jakarta. The data includes User Experience, Brand Image, Trust, and Purchase Decision which is the part of this study, where User Experience, Brand Image, and Trust are independent variables while Purchase Decision is the dependent variable.

##### 4.1 Descriptive analysis

The number of respondents based on gender was 262 men or 61.2% and women 166 people or

38.8%. In addition, the number of respondents based on generation can be seen that as many as 11 people or 2.6% are the Baby Boomers generation, as many as 71 people or 16.6% are generation X, as many as 117 or 22.9% are generation Y, and 229 people or 53.5% are generation Z. grouping of respondents based on active users who use Facebook, there are 379 people or 88.6% of the total respondents and the remaining 49 respondents or 11.4% are passive Facebook users.

##### 4.2 Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. If  $r_{count} > r_{table}$  then the variable is valid, conversely if  $r_{count} < r_{table}$  then the variable is invalid. The results of the validity test in this study can be presented as follows:

Table 1. Validity Test Result

Variabel	Item Questions	r count	r table	Information
User Experience (X1)	X11	.769**	0.098	Valid
	X12	.787**	0.098	Valid
	X13	.785**	0.098	Valid
	X14	.732**	0.098	Valid
	X15	.669**	0.098	Valid
	X16	.694**	0.098	Valid
	X17	.750**	0.098	Valid
	X18	.794**	0.098	Valid
	Brand Image (X2)	X21	.765**	0.098
X22		.656**	0.098	Valid
X23		.691**	0.098	Valid
X24		.641**	0.098	Valid
X25		.681**	0.098	Valid
X26		.686**	0.098	Valid
X27		.762**	0.098	Valid
Trust (X3)	X31	.733**	0.098	Valid
	X32	.714**	0.098	Valid
	X33	.712**	0.098	Valid
	X34	.653**	0.098	Valid
	X35	.639**	0.098	Valid
	X36	.717**	0.098	Valid
	X37	.715**	0.098	Valid
Purchase Decision (Y)	Y1	.603**	0.098	Valid
	Y2	.557**	0.098	Valid
	Y3	.591**	0.098	Valid
	Y4	.472**	0.098	Valid
	Y5	.599**	0.098	Valid
	Y6	.593**	0.098	Valid
	Y7	.571**	0.098	Valid
	Y8	.538**	0.098	Valid
	Y9	.593**	0.098	Valid
	Y10	.588**	0.098	Valid

Based on the Table 1, with a significant level of 5%, it is known that the value of  $r_{count} > r_{table}$  so that it can be said that all questions that support research are valid.

##### 4.3 Reliability Test

Reliability test is done by looking at the Cronbach Alpha statistical value and a construct or variable is said to be reliable if the Cronbach Alpha value is >0.60. Reliability test results can be presented as follows:

Table 2. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.960	32

Based on the Table 2, it is known that the Cronbach Alpha value is 0.96 which means more than 0.60 so it can be concluded that the data is reliable.

#### 4.4 Normality Test

The normality test aims to test whether, in the regression model, confounding or residual variables have a normal distribution. The data normality test in this study was carried out using graphic analysis and seeing the value of the skewness ratio and the kurtosis ratio. The results of the normalization test can be presented as follows:

Table 3. Normality Test Result

	Descriptive Statistics					
	N	Mean	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	428	0.0000000	-0.079	0.118	0.328	0.235
Valid N (listwise)	428					

Based on Table 3, it is known that the skewness statistical value is -0.079 with a standard error of 0.118, while the kurtosis statistical value is 0.328 with a standard error of 0.235. skewness ratio analysis and kurtosis can be calculated as follows:

$$Skewness = \frac{-0.079}{0.118} = -0.67$$

$$Kurtosis = \frac{0.328}{0.235} = 1.4$$

Based on the above calculations, the value of the ratio of skewness and kurtosis is between -2 and 2 so it can be concluded that the data is normally distributed. As for graph analysis, it can be seen that the real data line follows the diagonal line.

Normal P-P Plot of Regression Standardized Residual

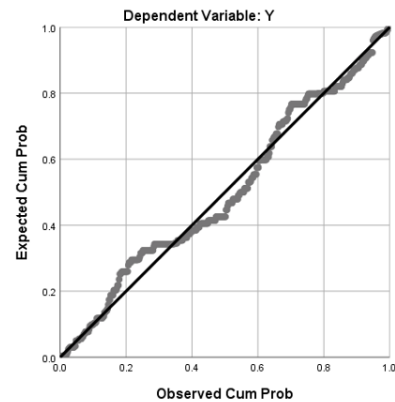


Figure 2. Normality Graph

#### 4.4 Multicollinearity Test

The multicollinearity test was carried out to determine whether there was a correlation between the independent variables in the regression model. Based on data processing, the correlation table is obtained as follows:

Table 4. Multicollinearity Test Result

Coefficient Correlations <sup>a</sup>				
Model		X3	X2	X1
1	Correlations	X3	1.000	-0.447
		X2	-0.447	1.000
		X1	-0.450	-0.586
	Covariances	X3	0.004	-0.002
		X2	-0.002	0.005
		X1	-0.002	-0.002

a. Dependent Variable: Y

Based on Table 4, it can be seen that the correlation value between each independent variable has a value of less than 0.8 which can be concluded that the model does not contain Multicollinearity.

#### 4.5 Heteroscedasticity Test

Heteroscedasticity testing is carried out to see whether the regression model has variable inequalities from the residuals of one observation to another. A good regression model is a homoscedasticity or not heteroscedasticity. Whether there is heteroscedasticity or not can be done by looking at a scatterplot graph. If the graph is scattered and does not form a certain pattern, it indicates that heteroscedasticity does not occur, but if it forms a certain pattern, it indicates heteroscedasticity. The results of the

heteroscedasticity test can be seen in the following scatterplot chart:

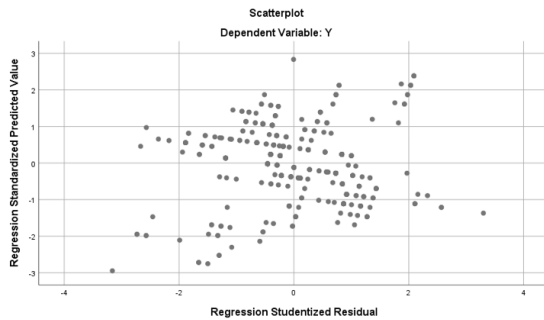


Figure 3. Scatterplot Graph

#### 4.5 Regression Analysis

Multiple linear regression test is an analysis tool to predict the value of the effect of two or more independent variables on the dependent variable to prove whether there is an influence between the independent variable on the dependent variable. The results of multiple linear regression tests in this study can be seen in the figure below:

Table 5. Regression Table Result Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	12.681	0.354		35.873	0.000
X1	0.237	0.055	0.296	4.309	0.000
X2	0.588	0.072	0.560	8.173	0.000
X3	0.133	0.066	0.126	2.024	0.044

a. Dependent Variable: Y

Based on the picture above, the multiple linear equation in this study is as follows:

$$Y = 12.681 + 0.237X_1 + 0.588X_2 + 0.133X_3$$

Information:

Y = Purchase Decision

X1 = User Experience

X2 = Brand Image

X3 = Trust

From the results of the multiple linear regression equation above, it can be analyzed that the regression results above obtained a constant value of 12.681 which indicates that the purchase decision will increase by 12.681 if the independent variable is constant or constant.

The regression coefficient of User Experience is 0.237, which means that every 1 unit increase in the user experience value will have a positive effect or there will be an increase in the Purchase decision value of 0.237 with the assumption that the value of the other independent variables is constant.

The value of the Brand Image regression coefficient is 0.588, which means that each increase in brand image by 1 unit will have a positive effect or there will be an increase in the Purchase decision value of 0.588, assuming the value of other independent variables remains.

The value of the trust regression coefficient is 0.133, which means that every 1 unit increase in trust will have a positive effect or there will be an increase in the Purchase decision value of 0.133, assuming the value of other independent variables is constant.

##### 4.5.1 Partial Test (T-test)

The T-test is intended to determine the effect partially between the independent variables on the dependent variable. Based on table 5 it can be explained as follows,

The X1 variable or the User experience variable has a probability of 0.000, which means  $0.000 < \alpha$  (5%), so it can be concluded that user experience has a significant positive effect on purchasing decisions.

The X2 variable or brand image has a probability of 0.000, which means  $0.000 < \alpha$  (5%), so it can be concluded that brand image has a significant positive effect on purchasing decisions.

The X3 variable or Trust has a probability of 0.044, which means  $0.044 < \alpha$  (5%), so it can be concluded that trust has a significant positive effect on purchasing decisions.

##### 4.5.2 Simultaneously Test (F-test)

Simultaneous testing of the regression coefficient is used to see the effect of all independent variables on the dependent variable. Simultaneous test or F test can be presented as follows:



Table 6. F-Test Result ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5927.184	3	1975.728	3028.809	.000 <sup>b</sup>
Residual	276.580	424	0.652		
Total	6203.764	427			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Based on the Table 6, the F probability result is 0.000, which means that the F probability value is less than the 5% significant level, so H0 is rejected. These results indicate that the independent variable jointly affects the dependent variable.

#### 4.5.3 Coefficient of Determination

The coefficient of determination or goodness of fit from the regression test is obtained as follows:

Table 7. Coefficient of Determination Result

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977 <sup>a</sup>	0.955	0.955	0.808

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the Table above, the coefficient of determination obtained a value of 0.955. This means that the contribution of all independent variables in explaining the dependent variable is 95.5% and the remaining 4.5% is explained by other variables outside the model.

#### 4.6 Hypotesis Result

Hypothesis testing is done to test the variables under study. In this study, there are 4 research hypotheses.

(H1) There is an influence of User Experience on Purchase Decision

Based on the results of multiple linear regression analysis, User Experience on Purchase Decision has a probability of 0.000, which means  $0.000 < \alpha$  (5%), so it can be concluded that user experience has a significant positive effect on Purchase Decision.

(H2) There is an effect of Brand Image on Purchase Decision

Based on the results of multiple linear regression analysis, Brand Image on Purchase Decision has a probability of 0,000, which means  $0,000 < \alpha$  (5%) so it can be concluded that Brand

Image has a significant positive effect on Purchase Decision.

(H3) There is a Trust effect on Purchase Decision

Based on the results of multiple linear regression analysis, Trust on Purchase Decision has a probability of 0,000, which means  $0,000 < \alpha$  (5%), so it can be concluded that user experience has a significant positive effect on purchasing decisions.

(H4) There is a simultaneous influence of User Experience, Brand Image, and Trust on Purchase Decision

Based on the results of multiple linear regression analysis, User Experience, Brand Image and Trust simultaneously on Purchase Decision has a probability value of F of 0.000 which means that the probability value is less than the significant level of 5% so it can be concluded that User Experience, Brand Image, and Trust have a significant positive effect. Simultaneously to Purchase Decision.

Table 8. Hypothesis Result

Code	Variable Correlation	Effect	Significant	Result
H1	User Experience -> Purchase Decision	Have a Positive and Significant Relation	0.000	Supported
H2	Brand Image -> Purchase Decision	Have a Positive and Significant Relation	0.000	Supported
H3	Trust -> Purchase Decision	Have a Positive and Significant Relation	0.044	Supported
H4	User Experience, Brand Image, Trust -> Purchase Decision	Have a Positive and Significant Relation	0.000	Supported

With the results of multiple linear regression analysis where each variable has a value that has a positive and significant effect on Purchase Decision, it can be concluded that H0 is rejected and Ha is accepted.

## 5. DISCUSSION

Based on the results of the processing carried out, it can be seen that User Experience has a positive and significant effect on Purchase Decision because the probability value is less than the 5% significance level, namely 0.000. These results are in accordance with the hypothesis built in this study that User Experience has an influence on purchasing decisions in Facebook Social Commerce, thus hypothesis 1 (H1) is accepted.

These results also provide information that any attainment of whether the customer likes or dislikes the item will create an experience for the item and then the experience of the item will provide an impetus for repurchasing or not through a purchase decision. This result is also supported by research conducted[27] that user experience is important for modern consumers today, considering that consumers want more value from products that can make them make repeat purchases. Good and positive experiences obtained through interaction with systems or applications can encourage consumers to have good perceptions so that consumers tend to make repeat purchases on the platform.

Another result indicates the Brand Image has a significant positive effect on Purchase decisions. This can be seen from the probability value which is far below the 5% significance level, namely 0.000. These results are following the hypothesis built in this study that Brand Image influences purchasing decisions in Social Commerce Facebook, thus hypothesis 2 (H2) is accepted. These results are also supported by research conducted[28] that Brand Image or the image of a brand can greatly influence purchasing decisions

Also, that Trust has a probability value of 0.044 which means less than a significance value of 5% (0.05). These results are following the hypothesis built in this study that Trust influences purchasing decisions in Facebook Social Commerce, thus hypothesis 3 (H3) is accepted. This result is also supported by research conducted[29] that trust in a particular product or platform system will have an impact on repeat purchase decisions and this relationship is strong.

Based on the results of data analysis of the User Experience, Brand Image, and Trust variables, it has a probability value less than a significant value of 0.05, which indicates that each of these variables affects purchasing decisions on Facebook Social Commerce. In addition, the value shown by the simultaneous test (Test F) shows the probability F is less than significant alpha so that together (Simultaneously) the User Experience, Brand Image, and Trust variables influence purchasing decisions in Social Commerce Facebook. This shows that Hypothesis 4 (H4) is accepted.

## 6. CONCLUSION

This study aims to determine and analyze variables User Experience, Brand Image, and Trust

on Purchase Decision. The data sample obtained was 428 respondents. From the results of the explanation and discussion of the data above, the conclusion of the research results is that the variables User Experience, Brand Image, and Trust have a positive and significant influence on Purchase Decision. This explains that the greater the value built for user experience, brand image and trust will have a big impact on increasing purchase decisions.

Based on the results of the simultaneous test or F test, the probability value is 0.000 < 0.05 (5%), which means that together (user experience, brand image, and trust variables) have an influence on the purchase decision. In addition, based on the calculation of the coefficient of determination, the R square value obtained is 0.955, which means that the purchase decision can be made by the user experience, brand image and trust variables of 95.5%.

Brand Image variable has the biggest influence in determining Purchase Decision. This is because the brand image has the largest coefficient in shaping the value of the Purchase Decision, which is 0.588. If the brand of a product has a positive image such as having a proper testimonial and is believed to be able to meet their needs and desires, then interest in buying a product will arise. product or service will be low to make a purchase decision. In addition, consumers on Facebook social commerce are more interested in buying used products whose quality is still decent and good to buy.

It is hoped that providers or users who sell using the platform Social Commerce Facebook will focus more on creating a brand image of Facebook's Social Commerce to increase the number of consumer purchases and the number of users of the platform.

For further research, In this study, researcher didn't explore the products purchased by the respondents through social commerce it is hoped that it can expand the research objectivity and the number of observation samples. For social commerce, Facebook is expected to consider the user experience, brand image and trust variables as a reference in increasing the number of consumer purchases and the number of users of the platform.

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