The Impact of Social Commerce Restriction Legislation on the Growth of MSMEs in Indonesia

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Abstract

This study investigates the impact of recent Indonesian government legislation that restricts the use of social media for commercial purposes. Specifically, the study focuses on users of social commerce platforms such as TikTok. The research aims to provide a clear understanding of the opportunities and challenges businesses face while navigating social commerce amid regulatory changes. The study primarily focuses on user trust, attractiveness, satisfaction, behavior intention, and actual behavior to determine how social commerce restrictions affect TikTok. The sample population consisted of 385 valid respondents from Java Island and beyond Java Island, and the study model was analyzed using partial least squares analysis. The research presented in this paper offers valuable insights into how Indonesia is adapting to the digital age and implementing technology, particularly with regard to social media in the twenty-first century.

Keywords: Micro Social Medium Enterprises, Social Commerce, Customer Satisfaction, E-WOM, TikTok, Schwarz's inequality, Triangle inequality.

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1. Introduction

Social commerce, specifically in the buying and selling domain, offers consumers the convenience of shopping quickly and comfortably via their smartphones. It involves electronic execution for all stages, including promotions, viewing product catalogs, initiating transactions, exchanging data, and transferring funds. According to Kurniasari & Burhanudin, (2022), social commerce is a subset of electronic commerce that utilizes social media as a platform for marketing, purchasing, and selling. Advances in technological infrastructure have enabled social interaction and consumer engagement, facilitating the use and benefit of these services.

Business sector activists can effectively promote their products through social media, thereby supporting economic activities in the digital realm. This is particularly relevant in the era of Society 5.0, which is dominated by the younger generation, with 167 million social network users recorded in Indonesia in 2023 (Rizq, 2023). In April 2023, TikTok users in Indonesia, with high social media application usage intensity, numbered 113 million per month. According to Trawnih et al., (2023), significant use of social media for trading activities led to a threefold increase in monetary turnover during 2020. This surge began in the second quarter of 2020, coinciding with the Indonesian government's official announcement of the Covid-19 outbreak, and continued until early 2021. This indicates that many businesspeople leveraged online platforms to expand sales channels and interact with customers through TikTok, especially during restrictions on physical and social activities outside the home.

TikTok's innovation in e-commerce is driven by public interest. The platform allows users to create and share short videos that can influence others. In 2020, Indonesian TikTok users constituted the second largest user base globally, with 22.2 million monthly active users   Evi et al., (2022). TikTok functions as both a social media platform and a marketplace, connecting sellers and buyers to promote and offer goods and services. This integration simplifies transactions without the need to switch applications and includes a live shopping feature, allowing consumers to obtain product information directly from sellers (Hurriyaturrohman &Maulani, 2020). According to Saura et al., (2022); social media, as part of the social-commerce category, is defined in Article 1 Paragraph 17 of Minister of Trade Regulation Number 31 of 2023. This regulation stipulates that social media organizers can only provide features, menus, and facilities to promote goods and services, thereby prohibiting social-commerce from facilitating transactions between sellers and buyers.

A study conducted by TikTok Shop in Buleleng district, Bali Province, revealed positive growth in the MSMEs sector's contribution to the local community's economic development. This progress is evidenced by the increase in the number of MSMEs in Buleleng district. As of 2019, the district had 34,374 MSMEs, significantly contributing to the local economy, particularly in terms of employment. The use of the TikTok platform to offer products online led to significant growth in online sales in Bali from March 2020 to August 2021 (Qolbi &Sukmana, 2022).

Potential consumers typically search for information before deciding to purchase a product. Confidence in product selection is influenced by third parties until the purchase decision is made   (Q.Wang et al., 2023). The information search process can be influenced by brand image, which significantly impacts trust in a particular brand   (Atmaja, 2023). Besides brand image, decision-making in the shopping process is also influenced by Electronic Word of Mouth (E-WOM). E-WOM refers to statements, influences, and attitudes expressed by potential, current, and past consumers, as well as the ease of accessing the product ("The Impact of Online Comments on Consumer Attitude Change - Focus on the Key Concepts and Evidence of Attitude Change," 2022). According to Aji et al., (2020), E-WOM is an important platform for consumers to express their viewpoints and is considered more effective than conventional methods.

The TikTok Shop offers mutual benefits for both business actors and consumers. Consumers find that prices on the TikTok Shop are lower due to substantial discounts and a wide range of product choices. Based on data from the Ministry of Communication and Information, 3.79 million MSMEs have joined e-commerce, with most also registered as part of the MSMEs in the TikTok Shop (Kitirattarkarn et al., 2020).

The recent Indonesian government policy restricting social media for commercial use, particularly affecting social commerce users on platforms like TikTok, is significant. Drawing from Indonesian Chamber of Commerce and Industry 2023 insights, this research aims to uncover the correlation between the growing social commerce phenomenon, user engagement, and its influence on Small and Medium Enterprises (MSMEs) in Indonesia. Focusing on user trust, satisfaction, and privacy data breaches, the research provides valuable insights into the evolving dynamics of this landscape. It offers a concise understanding of the challenges and opportunities businesses face in navigating social commerce amid regulatory changes.

Data from the Ministry of Communication and Information indicate that empowering digital platforms in product marketing has provided significant progress. This is the basis for the issuance of Ministerial Regulation Number 31 of 2023 concerning Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trading via Electronic Systems. However, this regulation does not fulfill the principles of regulation-making as stated in Law Number 12 of 2011 concerning the Formation of Good Legislative Regulations. These principles include clarity of purpose, appropriate institutions or forming organs, suitability between type and material content, effectiveness and usefulness, clarity of formulation, and openness.

The Ministerial Regulation prohibiting social commerce does not fulfill the principles of effectiveness because some parties are negatively impacted by its issuance. More than 7 million affiliates significantly affected by social commerce activities on TikTok Shop are no longer carrying out economic activities as usual, becoming unproductive due to the ban on using the TikTok platform. Prohibiting buying and selling activities in social commerce can lead to unhealthy competition

by eliminating existing conditions, creating a new balance and barriers to entry for online business actors who have joined the TikTok Shop, forcing them to move to other selling methods, either online or offline (Nasution et al., 2022).

For this reason, this research aims to investigate the impact of the Indonesian government's restrictions on TikTok social commerce on the growth of MSMEs, specifically in terms of purchasing products from social media platforms.

2. Literature Review

2.1   Social Media & Social Commerce definition

Social media use has become an integral part of everyday life, playing a crucial role in social interaction, learning, and information exchange. User satisfaction is a complex aspect of social media use, encompassing the emotional responses and positive experiences users gain from their interactions with the platform. Numerous studies have focused on exploring the factors that influence user satisfaction in the context of social media. Kshatriya & Shah, (2021) define social media as a tool or method used by consumers to provide information in the form of text, images, audio, and video to others. Additionally, Amornkitvikai et al., (2022) state that social media consists of two words, "media" and "social," which can be understood as a means of communication for socializing and networking, building relationships online, and providing the latest updates to stay connected with each other.

Communication experts, such as Jun et al., (2023), explore the communication dynamics of platforms like Twitter, Instagram, and TikTok, explaining their impact on public discourse and interpersonal interactions. Furthermore, Lei et al., (2021) investigate the fundamentals of social media technology, offering a methodology for analyzing data and understanding computational aspects. This body of research underscores the complexity of social media, highlighting its profound social, psychological, business, communication, and technological implications.

Social commerce represents the utilization of social media in the context of e-commerce, combining digital trends with the use of sophisticated social media. The term gained prominence after being introduced by Yahoo for use in Yahoo online collaboration and user ratings in 2005 (Bahtera, 2023). Tusyanah et al., (2022) describe social commerce as an innovative evolution of e-commerce, leveraging advanced social media networks with a focus on personal, interactive, and social relationships that facilitate the selling and purchasing process. An important aspect of this process is the psychological influence on shoppers, who are affected by information from others within their community who frequently engage in online shopping. The emergence of a new digital economy style has led to more economic activities being conducted online, aiming for time efficiency and practicality. Through networking, it opens up wider market opportunities, allowing potential consumers to more easily choose the products they desire (Oyewobi et al., 2022)

2.2 Behavioral Intention - purchase & repurchase intention

According to Myin et al., (2022), behavior is an action or reaction to an object or situation, which can be either conscious or unconscious, open or covert, voluntary or involuntary. In various life activities, individuals have various considerations that serve as benchmarks for decision-making. The application of systems and information technology cannot be separated from behavioral aspects because the development of a system involves behavioral considerations and user orientation (Song et al., 2021). Zhang et al., (2020) notes that, based on behavioral theory, information technology can alter decision-making hierarchies, thereby influencing behavior and expanding the possibilities for information distribution. This influence is significantly shaped by the perceptions, attitudes, emotions, and behaviors inherent in individuals as users (H.Kim, 2021).

Behavioral intention, a key construct in the Theory of Planned Behavior (TPB) developed by (H.Kim, 2021), has been extensively studied across various disciplines to understand and predict human behavior. Behavioral intention refers to an individual's subjective likelihood or willingness to engage in a specific behavior. Numerous studies have investigated the antecedents and outcomes of behavioral intention, underscoring its importance in fields such as psychology, marketing, and information technology. The TPB posits that behavioral intention is a direct precursor to actual behavior, influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Researchers have consistently applied the TPB to explain and predict a wide range of behaviors, including health-related actions, environmental conservation, and technology adoption.

In the context of information technology adoption, the Technology Acceptance Model (TAM) has been influential. Saprikis & Avlogiaris, (2021) proposed that perceived ease of use and perceived usefulness significantly influence users' behavioral intention to adopt a new technology. TAM has been widely applied in studying the acceptance of various technologies, from internet banking to social media platforms. According to TAM and drawing from the Theory of Reasoned Action (TRA) (Saprikis & Avlogiaris, 2021). The actual use of a technological system is influenced directly or indirectly by the user's behavioral intentions, attitudes, perceived usefulness, and perceived ease of use of the system. Kamdjoug, (2023) found that perceived usefulness was the strongest predictor of an individual's intention to use information technology or systems. Perceived usefulness, defined as "the extent to which a person believes that using a particular system will improve his or her work" (Kamdjoug, 2023), is the most important determinant in TAM influencing system use.

Behavioral intention is closely linked to satisfaction and perceived service quality. In service-oriented industries, customer satisfaction plays a crucial role in shaping individuals' intentions to continue using a service. Research in areas such as retail, hospitality, and online services has explored the relationship between satisfaction, perceived service quality, and subsequent behavioral intentions. In marketing,

understanding behavioral intention is essential for predicting consumers' purchasing decisions. Factors such as brand image, advertising effectiveness, and perceived value have been found to influence consumers' intentions to buy certain products or services. This understanding has practical implications for marketers seeking to design effective campaigns and improve customer retention.

Social factors significantly shape behavioral intention. The influence of peers, family, and social norms can impact an individual's intention to engage in a particular behavior. This has been explored in studies related to health behaviors, consumer choices, and online interactions.

Behavioral intention is a crucial factor in promoting environmentally sustainable practices. Studies in environmental psychology have investigated how attitudes, social norms, and perceived control influence individuals' intentions to adopt eco-friendly behaviors, such as recycling, energy conservation, and sustainable transportation choices. Additionally, research on behavioral intention has delved into cross-cultural differences. Understanding how cultural factors influence individuals' intentions provides insights into the global applicability of behavioral models and aids in tailoring interventions for diverse populations.

H3: Satisfaction has significant positive impact on Behavioral Intention
H5: Behavioral Intention has significant positive impact on Actual Behavior

2.3   Attractiveness

Attractiveness is a multifaceted construct that significantly influences social, psychological, and consumer behaviors. Research from various disciplines, including psychology, marketing, business, and evolutionary biology, has explored different facets of attractiveness and its implications (N.Kim et al., 2021). Physical and non-physical attractiveness is a well-studied aspect in social psychology. Studies consistently show that physically attractive individuals are often perceived more positively by others (N.Kim et al., 2021). This "attractive halo effect" influences various social outcomes, including judgments of personality traits, leadership abilities, and interpersonal likability (Gruber et al., 2018). Evolutionary psychology provides insights into the role of attractiveness in mate selection, where traits associated with physical attractiveness, such as facial symmetry and certain body proportions, are often considered indicators of genetic fitness (Y.-H.Yuan et al., 2021).

While some aspects of attractiveness may have evolutionary roots, cultural factors also significantly influence beauty standards. Cross-cultural studies have highlighted variations in what is considered attractive, emphasizing the role of societal norms, cultural values, and media representations in shaping perceptions of beauty. The concept of attractiveness is widely employed in marketing and advertising to capture consumer attention and influence purchasing decisions. Models and celebrities are often chosen for their perceived attractiveness to endorse products, and studies show that attractive packaging or visuals can enhance the

perceived value of products (Chen & Zhang, 2023).

According to Bonn et al., (2016), attractiveness is the third dimension of source credibility, specifically physical attraction. Researchers argue that attraction creates personal influence through communication between the source and recipient (Cheng et al., 2022). Attractiveness is another dimension of source credibility, referring to the extent to which recipients of information consider sources attractive (N.Kim et al., 2021). Attractiveness encompasses social values perceived by sources, including physical appearance, personality, social status, or similarity with the recipient (Camilleri, 2021).

Attractiveness extends beyond physical appearance to interpersonal qualities. Personality traits, charisma, and social skills contribute to a person's overall attractiveness. Research in relationship psychology explores how these non-physical attributes influence partner selection, relationship satisfaction, and longevity. The impact of attractiveness extends to the workplace, where research indicates the existence of an attractiveness bias in hiring and career advancement. Physically attractive individuals may be perceived as more competent and capable, leading to preferential treatment in employment settings (N.Kim et al., 2021). Individuals' perceptions of their own attractiveness can influence self-esteem and overall well-being (Y.-H.Yuan et al., 2021). Research in positive psychology explores the relationship between self-perceived attractiveness, body image, and mental health outcomes. In the age of social media, the concept of attractiveness takes on new dimensions. Online platforms provide individuals with opportunities to present curated versions of themselves, influencing perceptions of attractiveness. Research examines the impact of social media on beauty standards, self-esteem, and social comparison (Ahmad, 2022).

Behavioral intention, as defined by Kamdjoug, (2023), refers to the motivational factors that influence a given behavior, making it more likely that the behavior will be performed. It is a key construct in various behavior change models and theories, such as the Theory of Planned Behavior (TPB), the Theory of Reasoned Action (TRA), and the Social Cognitive Theory (SCT). These theories suggest that behavioral intention is an important predictor of actual behavior and is often considered the most proximal mediator of behavior. The perception of attractiveness evolves across the lifespan, and research delves into how age-related changes influence societal views on attractiveness. Studies explore the impact of age on attractiveness in various contexts, from romantic relationships to the workplace. Consumer behavior research highlights the role of attractiveness in influencing purchasing decisions. From product design to advertising strategies, businesses leverage attractiveness to create positive associations with their brands and products (Arman &Mark-Herbert, 2022).

H1: Attractiveness has significant positive impact on customer satisfaction with social commerce TikTok.

2.4   Trustworthiness

Trustworthiness is a fundamental concept across various disciplines, including psychology, sociology, business, and information technology (Subbarao, 2023). Being perceived as trustworthy is essential for establishing relationships, credibility, and cooperation (Özer &Zheng, 2018). The literature on trustworthiness encompasses a wide array of factors that influence how individuals and entities are viewed in terms of reliability, honesty, and competence in selling products to customers (Y.-W.Chen et al., 2022). Trust serves as a cornerstone of healthy interpersonal relationships. Psychological research underscores that trustworthiness is established through consistent and reliable behavior, effective communication, and a demonstrated commitment to mutual well-being. Violations of trust can result in relationship breakdowns and have enduring negative consequences.

According to Stadtmüller et al., (2022), trust is crucial for building and maintaining strong relationships between companies and consumers, yet it is also challenging to manage. Trustworthiness is a critical attribute in effective leadership (Strech et al., 2020). Leaders who are perceived as honest, transparent, and consistent inspire trust among their followers. Studies in organizational psychology delve into the impact of leadership trustworthiness on employee morale, engagement, and organizational performance. Societal institutions, including governments, businesses, and NGOs, are evaluated based on their trustworthiness. Factors such as accountability, transparency, and ethical behavior contribute to the perceived trustworthiness of institutions. Research in sociology and political science explores how institutional trust influences civic engagement and societal well-being (Özer &Zheng, 2018).

In the realm of social commerce and online business interactions, trustworthiness is crucial for user engagement. Studies in information systems and online business underscore the significance of perceived security, privacy, and reliability in fostering trust between users and online platforms. Trust plays a pivotal role in information credibility. In the age of information overload, individuals rely on cues of trustworthiness to evaluate the reliability of sources (Shim, 2016). Research in communication studies investigates how factors such as expertise, transparency, and past accuracy contribute to perceived information trustworthiness.

Cultural differences can impact perceptions of trustworthiness. Cross-cultural studies explore how cultural norms, values, and communication styles shape expectations regarding trust. Understanding these variations is vital for establishing trust in diverse global contexts (Jaeger et al., 2018). Trustworthiness, as defined by Kelly (2016), is linked to consumer confidence that the information source conveys messages objectively and honestly (Zieglmeier & Pretschner, 2021). According to Gómez-Miñambres et al., (2020), trustworthiness can be defined as an individual's confidence in the trustworthy characteristics of social commerce platforms and the perceived motivation of information sources to communicate messages without bias.

H2: Trustworthiness has significant positive impact on customer satisfaction with social commerce TikTok.

2.5   Government Regulation

The Indonesian government has enacted new regulations prohibiting the use of social media for social commerce. This is outlined in the Minister of Trade Regulation No. 31/2023, which revises the previous Regulation No. 50/2020. According to these regulations, social media is prohibited from facilitating transactions. Specifically, Article 1, Paragraph 17 states that social media platforms may provide certain features, menus, and facilities that allow traders to offer goods and services, but they are not permitted to facilitate transactions. Additionally, Article 21, Paragraph 3 of Ministerial Regulation No. 31/2023 prohibits social commerce models and their business derivatives from facilitating payment transactions through electronic systems. Furthermore, Article 21, Paragraph 2 prohibits marketplaces and social commerce platforms from acting as producers.

H4: Regulation has significant negative impact to behavioral intention mediated satisfaction.

3. Methodology

3.1   Research Conceptual Framework

In the current study two service quality dimensions will be used as independent variables (Attractiveness and Trustworthiness) to measure the satisfaction and purchase or re-purchase intention of the customer through social commerce TikTok.
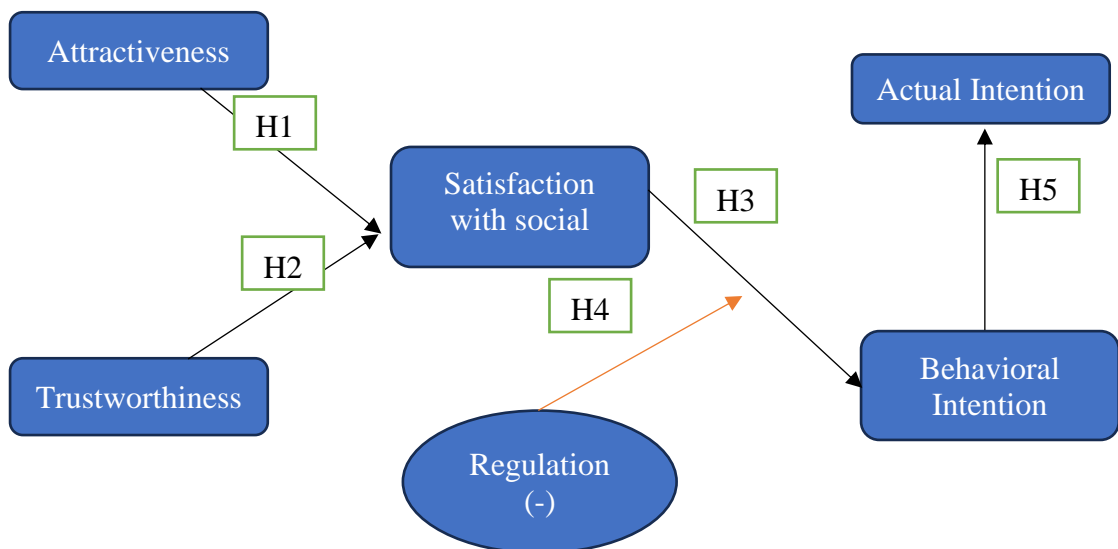

Figure 1: Research Theoretical Framework

3.2   The Instruments of Data Collection

This research is a quantitative study conducted using a questionnaire distributed to 385 people in Indonesia who use social commerce, especially TikTok. The participants in this study were determined to be at least 13 years old (according to the Indonesian Ministry of Communications regulation 2023) and had used TikTok as a social media at least 1 year experience. The questionnaire was filled out online, using google-form by accessing the link placed on social commerce. All the items based on previous studies which are discussed in existing literature, five-point Likert scale will be used for each construct. The source of questionnaire items and well detailed survey instruments is given below in this study. The participants of study asked to identify any error or ambiguity in wording or formatting of the questions. Additionally, to increase the reliability and validity the modification of the instrument items based on respondent's feedback

3.3   Operational Variable

All research indicators are based on previous research to measure Attractiveness (Highhouse et al., 2003), Trustworthiness (Ashton et al., 2000), Satisfaction (Baxter, 2012), Behavioral Intention (Lee, 2022), Actual Behavior (Dwarakanath et al., 2016). A detailed description of the indicators for each construct is presented. This research used a research questionnaire and a 1-5 Likert scale with a sample of 385 distributed throughout Java and outside Java.

3.4   Technique Analysis

The proposed research model will be analyzed using partial least square structural equation modeling (PLS-SEM). Partial Least Squares (PLS) combines principal component analysis, path analysis, and regressions to produce standardized regression coefficients for the model's paths and factor loadings for the measurement items. PLS does not require a substantial sample size or data that follows a normal distribution. Additionally, it exhibits lower bias compared to other techniques used in structural equation modeling, particularly when dealing with small sample sizes or non-normally distributed data. The SMART PLS software is chosen for this analysis due to its status as the most recent iteration, which includes significant enhancements in several functionalities compared to its predecessors. Before executing PLS-SEM, various assessments will be conducted to evaluate the quality of the model. These assessments include descriptive statistics, validity and reliability tests, normality tests, multicollinearity tests, and model-fit indices.

4. Labels of figures and tables

4.1   Results and Analysis

Table 1: Demographic information of the respondents

	Group	Frequency	Percentage
Age	25 and under	96	23.36%
	Age between 26 - 40	271	65.94%
	Age between 41 - 55	36	8.76%
	55 and over	8	1.94%
Gender	Male	199	51.70%
	Female	186	48.30%
Domiciles	Java Island	336	81.70%
	Outside Java Island	75	18.24%
Frequencies of social commerce use	4 or less times a month	78	20.40%
	5 to 8 times a month	99	25.70%
	9 to 12 times a month	125	32.40%
	over 12 times a month	83	21.50%

Summarized the respondents in general including the characteristics of the respondents. Based on this table, there were 411 participants who took part in this research, consisting of 196 women (47.6%) and 215 men (52.3%). Furthermore, respondent characteristics were recorded in 4 different age range groups. 96 respondents (23.36%) had an age range: 25 and under. The age group between 26 - 40 was 271 respondents (65.94%). Meanwhile, for the group aged between 41-55, there were 36 respondents (8.75 %) and finally: group aged 55 and over, there were 8 respondents (1.94%). The questionnaire was distributed from 1st May 2024 until 31st May 2024.

The distribution of domicile is also an important part of this demographic mapping, 336 respondents (81.7%) were observed as a citizen in Java Island and 75 respondents (18.24%) were observed as a citizen outside Java Island. The distribution of respondents outside Java consisted of Indonesian people living on the islands of Sumatra, Bali, NTB, NTT, Kalimantan and Papua. Meanwhile, respondents on the island of Java are dominated by Indonesian people who live in the cities of DKI Jakarta, Semarang and Surabaya.

4.2   Reliability and Validity Analysis

Table 2: Reliability and Validity Analysis

Construct Validity & Item description	Cross Loading	Cronbach's alpha	Average variance extracted (AVE)
Actual Behavior		0.871	0.795
AB3. I plan to recommend products obtained from TikTok to friends and family	0.890		
AB1. I use TikTok Social Commerce to purchase products that I need	0.894		
AB2. If I have already purchased a product from TikTok Social Commerce, I hope to continue using TikTok to decide on buying other products	0.890		
Attractiveness		0.804	0.718
A1. I believe the emotional expression of reviewers influences the perception of potential buyers	0.855		
A2. I believe that the language used influences the perception of potential buyers	0.839		
A3. I believe video reviews have a greater influence compared to images and text.	0.847		
Satisfaction		0.835	0.669
S1. I feel satisfied with my shopping experience through TikTok social commerce	0.796		
S2. I am delighted with the quality of products offered through TikTok social commerce	0.837		
S3. I feel satisfied using TikTok social commerce; it provides convenience for me when shopping	0.813		
S4. I am satisfied with the payment system conducted through TikTok social commerce	0.827		
Trustworthiness		0.859	0.707
T1. I trust the online payment system conducted through TikTok social commerce	0.912		
T2. I trust the quality of products offered in TikTok social commerce	0.912		
T3. I trust in the honest customer testimonial videos from others who have already used products purchased through TikTok social commerce	0.784		
T4. I trust the comments in the comment section on TikTok as a representation of product quality	0.742		

Displays the Reliability and Validity Analysis for the constructs examined in the study, specifically Actual Behavior, Attractiveness, Satisfaction, and Trustworthiness within the realm of TikTok Social Commerce. The Cronbach's alpha scores for Trustworthiness and Actual Behavior are high, surpassing 0.8. This indicates a great level of internal consistency reliability, suggesting that the items within each construct are tightly associated and effectively measure the same underlying notion. Moreover, the AVE values over 0.6 for Satisfaction and Trustworthiness indicate strong convergent validity. This suggests that a substantial percentage of the variability in these variables is attributed to the items themselves rather than measurement error. The items within each construct exhibit strong loading on their particular constructs, suggesting excellent discriminant validity and ensuring that the items accurately assess the specific constructs they are designed to measure without significant overlap with other constructs. The provided components under each construct, such as trust in the online payment system and product quality for Trustworthiness, offer valuable information about the specific issues being evaluated.

Table 3: R-square

	R-square
Actual Behavior	0.408
Behavioral Intention	0.467
Satisfaction	0.602

Presents the R-square values for the constructs examined in the study, namely Actual Behavior, Behavioral Intention, and Satisfaction, within the context of TikTok Social Commerce. The R-square values quantify the proportion of variance in each construct that is accounted for by the model. The R-square values for Actual Behavior, Behavioral Intention, and Satisfaction in this table are 0.408, 0.467, and 0.602, respectively. The data indicates that the model explains 40.8% of the variation in Actual Behavior, 46.7% of the variation in Behavioral Intention, and 60.2% of the variation in Satisfaction.

The R-square values offer insights into the extent to which the independent variables in the model account for the variability in the dependent constructs. A higher R-square value signifies that a greater fraction of the variability in the dependent variable is accounted for by the independent variables in the model. The R-square values for Behavioral Intention and Satisfaction are comparatively higher than that of Actual Behavior in this situation, suggesting that the model may possess a greater ability to explain these components.

Table 4: HTMT Value/ Fornel Lacker

	AB	A	BI	R	S	T
AB	0.892					
A	0.598	0.847				
BI	0.639	0.619	1			
R	0.44	0.379	0.492	1		
S	0.785	0.601	0.644	0.479	0.818	
T	0.78	0.62	0.622	0.486	0.758	0.841

Notes: AB: Actual Behavior, A: Attractiveness, BI: Behavioral Intention, R: Regulation, S: Satisfaction, T: Trustworthiness

Provides data on the Heterotrait-Monotrait Ratio (HTMT) values or Fornell-Larcker criterion. These values are often utilized in structural equation modeling to evaluate the discriminant validity between different constructs. The HTMT values are used to assess the strength of the correlations between constructs. They are used to determine if constructs have stronger relationships with their own measurements (monotrait) compared to measures of other constructs (heterotrait).

The Fornell-Larcker criterion is a technique employed to evaluate discriminant validity. It involves comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations between that construct and other constructs. Discriminant validity is supported when the square root of the average variance extracted (AVE) of a concept is higher than its correlations with other constructs.

The interrelationships among many constructs in this study. A number approaching 1 indicates a more robust association between constructs. For example, the Actual Behavior (AB) variable exhibits a strong positive correlation with itself (0.892), whereas the Attractiveness (A) variable and Actual Behavior (AB) variable have a moderate positive association (0.598). The variables Trustworthiness (T) and Satisfaction (S) have a significant association of 0.758. The purpose of these values is to evaluate the uniqueness of the constructs and guarantee that they encompass specific elements of the topic being studied. HTMT values that are closer to 1 suggest higher discriminant validity, emphasizing the significance of adequately reflecting distinct dimensions in the measurement model.

Table 5: SRMR

	Estimated model
SRMR	0.1

SRMR stands for Standardized Root Mean Square Residual. SRMR stands for Standardized Root Mean Square Residual. As to the findings of Schermelleh-Engel et al. (2003), an SRMR score ranging from 0.08 to 0.10 is considered indicative of a satisfactory model fit. The model estimation result is 0.1, indicating that the model has a satisfactory level of accuracy. Empirical data can provide a comprehensive explanation for the relationship between variables in the model.

4.3   Result of Smart PLS-SEM

Table 6: Path Coefficient

Casual Paths	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
A → S	0.214	0.214	0.061	3.498	0.000
BI → AB	0.639	0.639	0.046	14.027	0.000
R → BI	0.665	0.669	0.159	4.174	0.000
S → BI	0.432	0.43	0.087	4.943	0.000
T → S	0.625	0.624	0.048	13.024	0.000
R x S → BI	0.214	0.213	0.1	2.132	0.033

Notes: AB: Actual Behavior, A: Attractiveness, BI: Behavioral Intention, R: Regulation, S: Satisfaction, T: Trustworthiness; P* < 0.050.

Table 6 displays the path coefficients for different causal paths in the structural equation model of TikTok Social Commerce. The path coefficient between Attractiveness (A) and Satisfaction (S) is 0.214, suggesting a favorable impact of attractiveness on satisfaction within the TikTok Social Commerce setting. The path coefficient between Behavioral Intention (BI) and Actual Behavior (AB) is 0.639, indicating a substantial influence of behavioral intention on actual behavior. This emphasizes the importance of intentions in motivating behaviors on TikTok Social Commerce. Moreover, the path coefficient between Regulation (R) and Behavioral Intention (BI) is 0.665, indicating a significant impact of regulation on molding users' behavioral intents in the TikTok Social Commerce context. Furthermore, the path coefficient between Satisfaction (S) and Behavioral Intention (BI) is 0.432, suggesting that satisfaction has a considerable impact on users' intents to participate in activities on TikTok Social Commerce. Furthermore, the path coefficient from

Trustworthiness (T) to happiness (S) is 0.625, indicating a significant and positive influence of trustworthiness on user happiness with TikTok Social Commerce services. Finally, the interaction between Regulation (R) and Satisfaction (S) has a path coefficient of 0.214, suggesting that the combined impact of regulation and satisfaction has a moderate influence on users' behavioral intentions in the TikTok Social Commerce environment. The path coefficients offer vital insights into the connections between important elements in the TikTok Social Commerce model.

Table 7: Confidence Interval

Casual Paths	Original sample (O)	Sample mean (M)	2.50%	97.50%
Attractiveness -> Satisfaction	0.214	0.214	0.089	0.329
Behavioral Intention -> Actual Behavior	0.639	0.639	0.543	0.722
Regulation -> Behavioral Intention	0.665	0.669	0.361	0.982
Satisfaction -> Behavioral Intention	0.432	0.43	0.252	0.596
Trustworthiness -> Satisfaction	0.625	0.624	0.528	0.719
Regulation x Satisfaction -> Behavioral Intention	0.214	0.213	0.014	0.405

Table 7 presents the confidence intervals for the causal channels in the structural equation model of TikTok Social Commerce. The confidence interval for the path from Attractiveness to Satisfaction is 0.089 to 0.329. This range represents the probable values for the actual population coefficient that represents the impact of attractiveness on satisfaction. The confidence interval for the relationship between Behavioral Intention and Actual Behavior is from 0.543 to 0.722. This indicates the possible range of the true population coefficient for the impact of behavioral intention on actual behavior. The confidence interval for the connection between Regulation and Behavioral Intention ranges from 0.361 to 0.982. This interval provides an indication of the likely range for the true population coefficient. The confidence interval for the path from Satisfaction to Behavioral Intention is 0.252 to 0.596. This range represents the likely values for the actual population coefficient that represents the impact of satisfaction on behavioral intention. The confidence interval for the impact of trustworthiness on satisfaction spans from 0.528 to 0.719, indicating the possible range of the genuine population coefficient. Finally, the confidence interval for the interaction term between Regulation and Satisfaction influencing Behavioral Intention spans from 0.014 to 0.405, giving an approximation of the potential range for the actual population coefficient of this interaction term.

Table 8: f-square

Construct	f-square
Attractiveness -> Satisfaction	0.071
Behavioral Intention -> Actual Behavior	0.689
Regulation -> Behavioral Intention	0.095
Satisfaction -> Behavioral Intention	0.146
Trustworthiness -> Satisfaction	0.606
Regulation x Satisfaction -> Behavioral Intention	0.016

The f-square value for the path from Attractiveness to Satisfaction is 0.071, which means that 7.1% of the variation in Satisfaction can be accounted for by Attractiveness. This indicates that the appeal of TikTok content has a moderate yet noteworthy influence on user satisfaction. The f-square score of 0.689 indicates that 68.9% of the variance in Actual Behavior can be attributed to Behavioral Intention. This suggests a robust correlation, indicating that users' intentions to engage in specific actions on TikTok are highly indicative of their actual behavior on the platform. Regarding the relationship between Regulation and Behavioral Intention, the f-square value is 0.095, indicating that Regulation explains 9.5% of the variation in Behavioral Intention. Regulatory issues significantly influence users' behavioral intentions on TikTok.

The coefficient of determination (f-square) for the relationship between Satisfaction and Behavioral Intention is 0.146, indicating that Satisfaction accounts for 14.6% of the variability in Behavioral Intention. Therefore, consumers' pleasure with their TikTok experience has a substantial impact on their future behavioral intentions on the platform. The f-square value for the relationship between Trustworthiness and Satisfaction is 0.606, indicating that Trustworthiness accounts for 60.6% of the variability in Satisfaction. The close correlation indicates that the level of trustworthiness attributed to TikTok content significantly influences user pleasure. The f-square value of 0.016 indicates that the interaction between Regulation and Satisfaction has a modest effect on Behavioral Intention, explaining 1.6% of the variance.

Table 9: HTMT Value

| Casual Paths	Heterotrait-monotrait ratio (HTMT)
Attractiveness <-> Actual Behavior	0.710
Behavioral Intention <-> Actual Behavior	0.684
Behavioral Intention <-> Attractiveness	0.689
Regulation <-> Actual Behavior	0.471
Regulation <-> Attractiveness	0.418
Regulation <-> Behavioral Intention	0.492
Satisfaction <-> Actual Behavior	0.818
Satisfaction <-> Attractiveness	0.729
Satisfaction <-> Behavioral Intention	0.704
Satisfaction <-> Regulation	0.524
Trustworthiness <-> Actual Behavior	0.895
Trustworthiness <-> Attractiveness	0.747
Trustworthiness <-> Behavioral Intention	0.677
Trustworthiness <-> Regulation	0.529
Trustworthiness <-> Satisfaction	0.894
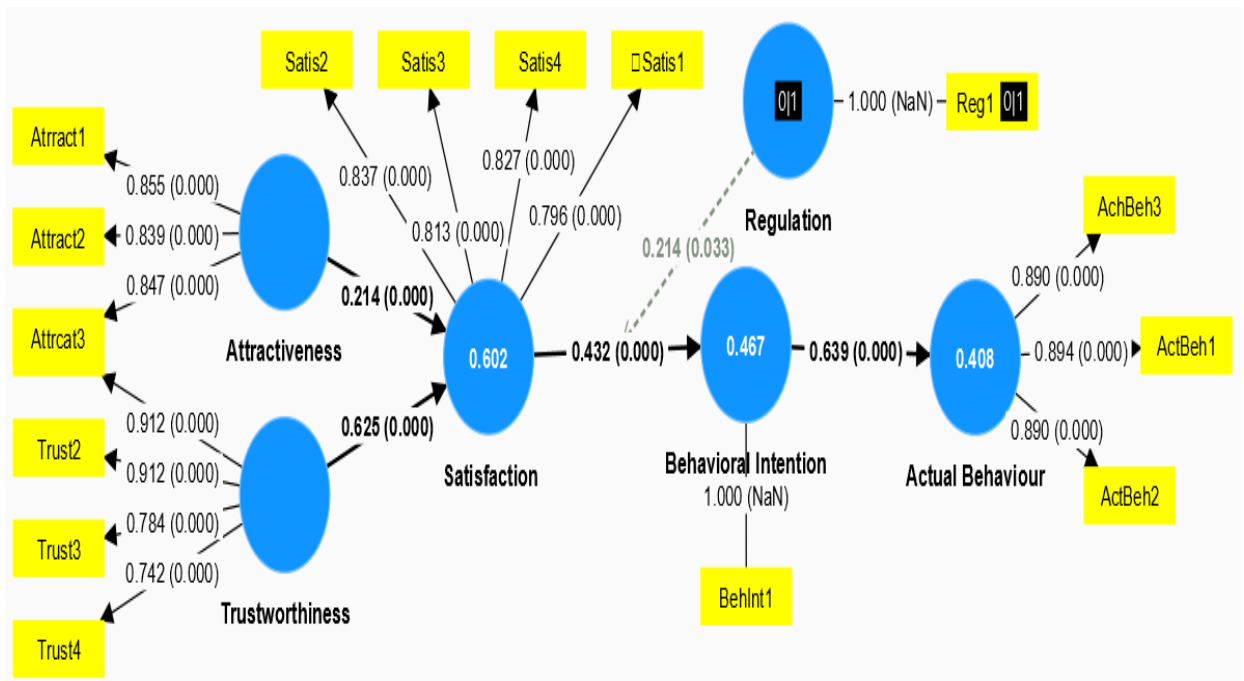
Figure 2: Diagram Inner

5. Discussion

5.1 Outer Model

The Outer Model is very useful, especially for how to find out each indicator that has a relationship with the latent variable (Lestari et al., 2022). Hair et al. (2014) also mentioned that there is a test in the outer model. The convergent validity test aims to determine the validity of each relationship between indicators and latent variables with a limitation value of > 0.6. And based on the test results that have been carried out, all existing indicators can be declared as valid indicators; This is because the value is greater than 0.6 in accordance with existing limitations. Testing of the Average Variance Extracted (AVE) value has a value of > 0.5 for all constructs and based on table 2 all declared constructs have a validity value of > 0.5 for all constructs. Actual Behavior has a value of 0.782; Attractiveness has a value of 0.641; Satisfaction has a value of 0.689; Trustworthiness has a value of 0.616. For the value of Composite reliability testing > 0.6, to measure the reliability of the variable and Cronbach's alpha testing to determine the lower bound reliability of variables with a value > 0.6 from all constructs. Based on table 2, the Cronbach alpha value of Actual Behavior is 0.861; Attractiveness 0.747; Satisfaction 0.849; and Trustworthiness 0.792. Table 2 represents validity and reliability.

5.2 Inner Model

Inner Model is a test model structure used to determine the relationship between latent constructs (Lestari et al., 2022). The value of R-squared is usually used to assess the size of endogenous constructs which can be approved by exogenous constructs, and R values are expected between 0 and 1. Stated by M.Wang et al., (2021), the value of R-squared is 0.67 (strong), 0.33 (moderate) and 0.18 (weak). R-square test results are presented in Table 3. The next experiment is Estimated for Path Coefficients, where the value of the path coefficient. If the result of the path coefficient is close to +1, this indicates that you have a strong positive relationship, if the value is close to 0 then the relationship is weaker. In addition, if the value of the path coefficient approaches -1, it indicates a negative relationship. The significant path supports the hypothesis, and the insignificant path does not support the existing hypothesis. The existing test criteria for hypothesis testing, if the value of the t-statistics value is >1.96 with the assumption of alpha (5% as a percentage error), then it can be concluded that the relationship between two latent variables is significant (accepted hypothesis) and vice versa. Based on table 5, we can identify several pairs of variables that have high significance between Behavioral Intention and Actual Behavior with a value of 11.31; and Experience which is positive with Behavioral Intention with a value of 1.87; Apart from that, Satisfaction also has a significant positive value with behavioral intention 6.21 and also Trustworthiness which has a significant impact with Satisfaction 9.15

5.3   Summary of Results

Based on the results of processing and testing hypotheses consisting of 385 respondents who had actual tests, it indicated that all existing hypotheses were supported except Hypothesis 1 (Attractiveness has significant positive impact on customer satisfaction with social commerce TikTok). The first hypothesis shows that the results have an insignificant relationship between attractiveness and customer satisfaction. This is actually not in line with the statements of Baxter (2012) and also C.Yuan et al., (2022) who see that attractiveness has an essential role in exercising social influence. However, because the variable raised in this research is customer satisfaction; So, based on the research results, it was found that there is a significant relationship between attractiveness and customer satisfaction, with a p value of $0.000 < 0.050$ and it is known that the T-statistics value is $3.498 > $ t table 1.96.

Hypothesis 2 shows that there is a good relationship or has a significant relationship between trustworthiness and customer satisfaction. This is indicated by the p value $0.000 < 0.050$ and it is known that the T-statistics value is $13.024 > $ t table 1.96. There are several reasons to explain the positive relationship of this hypothesis; according to Lynn et al., (2013) highlight that there is a significant positive relationship between customer service and trust, this indicates that trust and confidence provide a bridge for the value of customer loyalty. This is in line with (Kharouf &Lund, 2018) who saw that customer trust will provide a good relationship between satisfaction and have implications for customer loyalty.

Hypothesis 3 shows that there is a good relationship or has a significant relationship between customer satisfaction and behavioral intention. This is indicated by a p value of $0.000 < 0.050$ and it is also known that the T-statistics value is $6.207 > $ t table 1.96. This is in line with (Lo &Sharma, 2015) which states that customer satisfaction is an antecedent of behavioral intention, this provides support for the idea that customer satisfaction is an antecedent of behavioral intentions, (F.Chen et al., 2018) also state that the role of customer satisfaction in the relationship between core service quality and behavioral intentions. (Hakeem &Ratnasari, 2021) also provide the view that there is a positive relationship between customer satisfaction and behavioral intentions, such as repurchase and word of mouth intentions.

Hypothesis 4 shows that Regulation has a significant negative impact to satisfaction mediated behavioral intention. This is indicated by a p value of $0.033 < 0.050$ and it is also known that the T-statistics value is $2.132 > $ t table 1.96. There are several reasons to explain the negative of this relationship between Regulation and Behavioral Intention. Regulations play a crucial role in shaping commercial activities. These regulations impact individuals' behavioral intentions regarding shopping. Stricter regulations that limit shopping activities are likely to significantly reduce individuals' propensity to engage in shopping behaviors.

Hypothesis 5 shows that there is a good relationship or has a significant relationship between behavioral intention and actual behavior. This is indicated by the p value $0.000 < 0.050$ and it is known that the T-statistics value is $14.027 > $ t table 1.96.

There are several reasons to explain the positive relationship of this hypothesis; according to Y.Zhang & Lijuan (2019) found a strong correlation between behavioral intentions and actual behavior, with intentions explaining a significant portion of the variance in behavior.

6. Conclusion

The main objective of this study was to investigate the effect of the implementation of regulations from the Indonesian government. In the future, it is hoped that the results of this research will be able to contribute as a reference for business people in social commerce, especially in Indonesia. Apart from that, it is hoped that it will be able to contribute to its main development in the academic world in knowing market trends in the use of social commerce in Indonesia and also the use of scientific discussions in the future.

Business Implications: Small and Medium Enterprises (MSMEs) in Indonesia should prioritize establishing trust with consumers in order to improve satisfaction and encourage desired actions. Recognizing the significance of customer happiness in shaping consumer behavior can provide organizations with valuable insights to inform their marketing efforts.

Policy Implications: Policymakers should take into account the findings of this study when developing rules pertaining to social commerce in Indonesia. Understanding the influence of trust and customer satisfaction on user behavior can aid in developing efficient and supportive policies for MSMEs.

Academic Implications: This study adds to the current body of knowledge on social commerce by emphasizing the significance of trust and customer satisfaction in influencing consumer behavior. Further investigation can explore the precise mechanisms by which these elements impact user decisions.

There are several limitations after doing this research. The first one is the time limitations. Therefore, it would be difficult to reach-out the respondents across Indonesia. Limited sample size which may not be able to represent the actual conditions of all Indonesian people. Second, there is more space for respondents to be distributed in areas within the island of Java. So, there are only a few representatives from outside Java. So, for further research it would be better to focus on conditions inside and outside Java island. The third, there are no restrictions on what products can be consumed through social commerce. Therefore, the results obtained in general condition.

Additionally, future research is strongly suggested to expand the number of sample sizes especially from the sample from outside Java island as well as the quality dimensions of the population.

Declaration of generative AI in scientific writing

Throughout the process of preparing this work, the writers employed Grammarly, Quillbot, and ChatGPT to assess the quality of our language and enhance its clarity and readability. Upon utilizing these tools, the authors thoroughly examined and

revised the content as necessary, assuming complete accountability for the publication's content.

Data availability statement

The complete dataset supporting the findings of this study can be obtained from the corresponding author upon a reasonable request.

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