

28/03/26 17.14	Ya	Laki-Laki	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Instagram	150000
28/03/26 17.52	Ya	Laki-Laki	22	Mahasiswa	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	2000000
28/03/26 18.33	Ya	Laki-Laki	22	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	300000
28/03/26 18.45	Ya	Laki-Laki	22	Mahasiswa	< Rp 2.000.000	1 Kali	Aksesori Fashion (Textil- Based)	Tiktok	150000
28/03/26 19.04	Ya	Laki-Laki	23	TNI / Polri	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	250.000
28/03/26 20.34	Ya	Laki-Laki	29	Freelance	Rp 2.000.000 - Rp 3.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000
28/03/26 21.09	Ya	Perempuan	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel)	Shopee	200000
28/03/26 21.51	Ya	Laki-Laki	24	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	500.000

28/03/26 22.00	Ya	Perempuan	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	100.000
29/03/26 08.06	Ya	Laki-Laki	23	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	150000
29/03/26 08.07	Ya	Laki-Laki	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	500.000
29/03/26 11.10	Ya	Perempuan	17	Pelajar	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	200000
29/03/26 18.49	Tidak								
29/03/26 19.01	Ya	Laki-Laki	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
30/03/26 05.31	Ya	Laki-Laki	22	Karyawan Swasta	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	150000

30/03/26 17.56	Ya	Perempuan	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Shopee	300000
30/03/26 18.14	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	200000
30/03/26 18.52	Ya	Laki-Laki	23	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	100.000
30/03/26 18.59	Ya	Perempuan	22	Mahasiswa	> Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	200.000
30/03/26 19.02	Ya	Perempuan	21	Mahasiswa	> Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	200000
30/03/26 19.28	Ya	Perempuan	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	100000

30/03/26 19.35	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	300.000
30/03/26 19.40	Ya	Laki-Laki	22	Wiraswasta	> Rp 5.000.000	> 10 Kali	Kain Lembaran (Fabric)	Whatsapp	10000000
30/03/26 20.14	Ya	Perempuan	17	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Aksesori Fashion (Textil- Based)	Tiktok	350000
30/03/26 22.20	Ya	Laki-Laki	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	200000
31/03/26 06.28	Ya	Perempuan	22	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	500.000
31/03/26 06.43	Ya	Laki-Laki	22	ASN	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	200000
31/03/26 06.43	Ya	Perempuan	25	Mahasiswa	< Rp 2.000.000	1 Kali	Aksesori Fashion (Textil- Based)	Tiktok	200.000

31/03/26 07.09	Ya	Perempuan	22	Karyawan Swasta	< Rp 2.000.000	1 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil-Based)	Shopee	100.000
31/03/26 07.10	Ya	Laki-Laki	25	ASN	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	300000
31/03/26 07.35	Ya	Laki-Laki	29	ASN	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
31/03/26 07.42	Ya	Laki-Laki	24	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
31/03/26 08.07	Ya	Perempuan	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil-Based)	Tiktok	300.000
31/03/26 08.25	Ya	Perempuan	24	Karyawan Swasta	Rp 2.000.000 - Rp 3.000.000	> 10 Kali	Pakaian Jadi (Apparel)	Shopee	1000000

31/03/26 08.29	Ya	Laki-Laki	26	ASN	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Tekstil Tradisional & Keagamaan (Modest Wear)	Shopee	200000
31/03/26 08.35	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	100000
31/03/26 08.37	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	500000
31/03/26 08.57	Ya	Laki-Laki	26	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
31/03/26 09.24	Ya	Laki-Laki	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Instagram	500000

31/03/26 10.32	Ya	Perempuan	22	Mahasiswa	< Rp 2.000.000	1 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	200000
31/03/26 10.35	Ya	Laki-Laki	23	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	500.000
31/03/26 11.00	Ya	Laki-Laki	25	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
31/03/26 11.31	Ya	Laki-Laki	24	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	150000
31/03/26 11.48	Ya	Perempuan	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	1000000
31/03/26 11.49	Ya	Laki-Laki	22	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	500000
31/03/26 11.54	Ya	Laki-Laki	22	Mahasiswa	> Rp 5.000.000	2 Kali - 5 Kali	Aksesori Fashion (Textil- Based)	Tiktok	1000000

31/03/26 11.58	Ya	Laki-Laki	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	500.000
31/03/26 12.05	Ya	Laki-Laki	23	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Kain Lembaran (Fabric)	Shopee	400000
31/03/26 12.06	Ya	Perempuan	22	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
31/03/26 12.06	Ya	Laki-Laki	23	Mahasiswa	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	500.000
31/03/26 12.11	Ya	Laki-Laki	23	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	350000
31/03/26 12.16	Ya	Perempuan	23	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	500000
31/03/26 12.40	Ya	Perempuan	22	Mahasiswa	> Rp 5.000.000	> 10 Kali	Aksesori Fashion (Textil- Based),	Shopee	200000

31/03/26 12.45	Ya	Laki-Laki	22	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Tradisional & Keagamaan (Modest Wear)	Tokopedia	300000
31/03/26 12.47	Ya	Perempuan	24	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel)	Tiktok	150000
31/03/26 13.04	Ya	Perempuan	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	250.000
31/03/26 13.43	Ya	Perempuan	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	150.000
31/03/26 14.33	Ya	Perempuan	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	50000
31/03/26 15.33	Ya	Perempuan	21	ASN	Rp 2.000.000 -	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000

					Rp 3.000.000				
31/03/26 16.26	Ya	Laki-Laki	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	200000
31/03/26 16.40	Ya	Laki-Laki	24	ASN	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	500000
31/03/26 16.50	Ya	Laki-Laki	22	Model	> Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Tradisional & Keagamaan (Modest Wear)	Shopee	300000
31/03/26 18.00	Ya	Perempuan	22	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Shopee	250.000

31/03/26 18.04	Ya	Laki-Laki	22	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	70000
31/03/26 18.07	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil-Based)	Tiktok	300.000
31/03/26 18.38	Ya	Laki-Laki	24	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	200.000
31/03/26 19.32	Ya	Laki-Laki	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	300000
31/03/26 20.31	Ya	Laki-Laki	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	1 Kali	Aksesori Fashion (Textil-Based), Tekstil Rumah Tangga (Home Textiles)	Tiktok	100000
31/03/26 23.03	Ya	Perempuan	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	500000

31/03/26 23.11	Ya	Perempuan	22	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	500000
01/04/26 09.18	Ya	Perempuan	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	200000
01/04/26 10.15	Ya	Laki-Laki	22	Karyawan Swasta	Rp 2.000.000 - Rp 3.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	500000
01/04/26 11.04	Ya	Perempuan	21	Mahasiswa	< Rp 2.000.000	1 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
01/04/26 18.12	Ya	Perempuan	23	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Tekstil Tradisional & Keagamaan (Modest Wear)	Tiktok	200000
01/04/26 20.10	Ya	Perempuan	22	Mahasiswa	< Rp 2.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	45000
02/04/26 08.15	Ya	Perempuan	22	Wiraswasta	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel)	Tiktok	100.000

02/04/26 13.35	Ya	Laki-Laki	29	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	200000
02/04/26 23.42	Ya	Perempuan	20	Mahasiswa	< Rp 2.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000
03/04/26 06.29	Ya	Perempuan	23	Mahasiswa	RP 3.000.000 - Rp 5.000.000	> 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	100000
04/04/26 02.21	Ya	Laki-Laki	22	Mahasiswa	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000
04/04/26 11.27	Ya	Laki-Laki	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	300000
15/04/26 10.55	Ya	Laki-Laki	23	Wiraswasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	200000
16/04/26 16.54	Ya	Perempuan	25	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	400.000

16/04/26 21.23	Ya	Laki-Laki	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	150000
18/04/26 08.54	Ya	Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	> 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	200000
25/04/26 11.07	Ya	Laki-Laki	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Instagram	200000
28/04/26 17.08	Ya	Laki-Laki	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000
30/04/26 12.49	Ya	Laki-Laki	20	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Tiktok	1000000

30/04/26 13.23	Ya	Perempuan	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel), Tekstil Tradisional & Keagamaan (Modest Wear)	Tiktok	1000000
30/04/26 13.59	Ya	Laki-Laki	22	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	300000
30/04/26 14.07	Ya	Laki-Laki	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel)	Tiktok	300000
30/04/26 15.44	Ya	Perempuan	22	Mahasiswa	> Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel)	Tiktok	200000
30/04/26 15.45	Ya	Laki-Laki	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	500000
30/04/26 16.07	Ya	Laki-Laki	23	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Tekstil Tradisional & Keagamaan (Modest Wear)	Tiktok	1000000

30/04/26 18.07	Ya	Perempuan	20	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	400000
30/04/26 19.25	Ya	Perempuan	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Shopee	500000
01/05/26 16.28	Ya	Perempuan	22	Karyawan Swasta	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	200.000
01/05/26 17.07	Ya	Laki-Laki	21	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	1000000
01/05/26 18.04	Ya	Perempuan	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	500.000
01/05/26 21.00	Ya	Perempuan	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	1 Kali	Pakaian Jadi (Apparel)	Shopee	200000

02/05/26 09.09	Ya	Laki-Laki	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	550000
11/05/26 22.59	Ya	Laki-Laki	19	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	450000
12/05/26 21.09	Ya	Perempuan	22	ASN	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Instagram	550000
14/05/26 12.06	Ya	Perempuan	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	100000
21/05/26 19.39	Ya	Perempuan	22	Mahasiswa	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based)	Tiktok	400000

21/05/26 19.41	Ya	Laki-Laki	23	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Instagram	350000
21/05/26 19.42	Ya	Perempuan	24	ASN	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Shopee	400000
21/05/26 19.43	Ya	Perempuan	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Kain Lembaran (Fabric)	Tiktok	375000

21/05/26 19.46	Ya	Laki-Laki	23	Wiraswasta	> Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Tradisional & Keagamaan (Modest Wear)	Tiktok	500000
21/05/26 19.57	Ya	Laki-Laki	20	Mahasiswa	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Tiktok	1000000

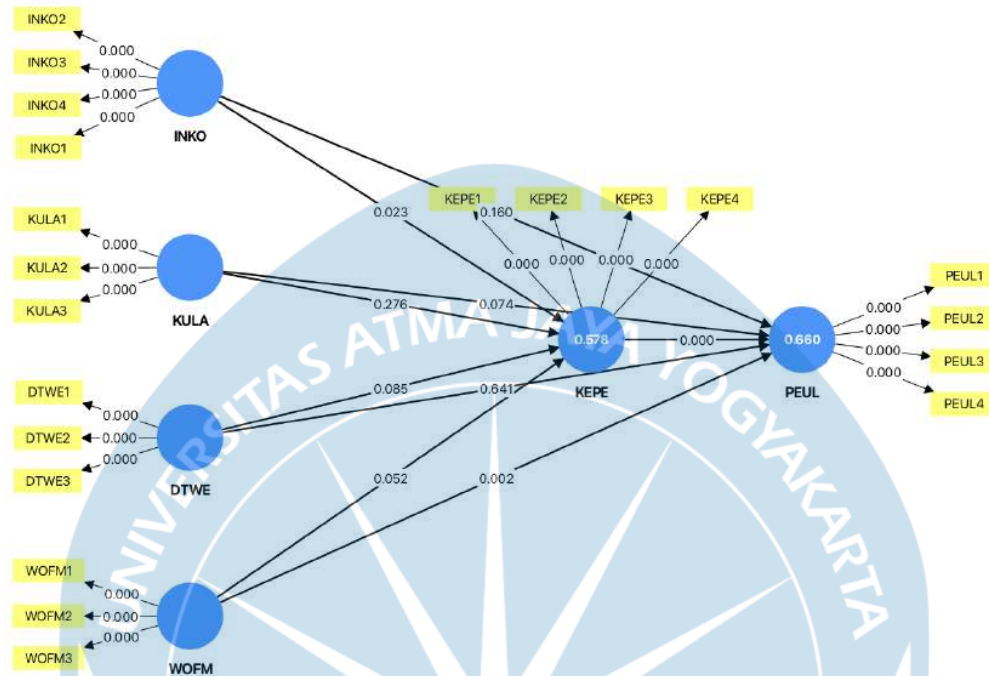
21/05/26 20.06	Ya	Laki-Laki	23	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Aksesori Fashion (Textil- Based), Tekstil Rumah Tangga (Home Textiles)	Tiktok	300000
22/05/26 11.40	Ya	Perempuan	20	Mahasiswa	< Rp 2.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Kain Lembaran (Fabric), Tekstil Tradisional & Keagamaan (Modest Wear)	Shopee	250.000

22/05/26 20.30	Ya	Laki-Laki	20	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Tekstil Tradisional & Keagamaan (Modest Wear)	Shopee	250000
22/05/26 20.32	Ya	Perempuan	24	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	275000
23/05/26 02.12	Ya	Laki-Laki	25	Wiraswasta	> Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Tekstil Tradisional & Keagamaan (Modest Wear)	Shopee	650000
23/05/26 02.13	Ya	Perempuan	23	Karyawan Swasta	> Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Kain Lembaran (Fabric)	Tiktok	700000
23/05/26 02.15	Ya	Perempuan	21	Mahasiswa	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel)	Tiktok	475000
23/05/26 02.16	Ya	Laki-Laki	22	Mahasiswa	RP 3.000.000 -	1 Kali	Pakaian Jadi (Apparel)	Tiktok	150000

					Rp 5.000.000				
23/05/26 02.17	Ya	Laki-Laki	19	Mahasiswa	Rp 2.000.000 - Rp 3.000.000	2 Kali - 5 Kali	Kain Lembaran (Fabric), Tekstil Tradisional & Keagamaan (Modest Wear)	Whatsapp	215000
23/05/26 02.18	Ya	Perempuan	24	Karyawan Swasta	> Rp 5.000.000	5 Kali - 10 Kali	Pakaian Jadi (Apparel), Tekstil Tradisional & Keagamaan (Modest Wear)	Instagram	500000
23/05/26 02.19	Ya	Perempuan	22	Karyawan Swasta	RP 3.000.000 - Rp 5.000.000	2 Kali - 5 Kali	Pakaian Jadi (Apparel), Tekstil Rumah Tangga (Home Textiles)	Shopee	750000

Lampiran 3 Hasil Analisis PLS-SEM

Lampiran 3.1 Inner Model



Lampiran 3.2 Outer Model

	DTWE	INKO	KEPE	KULA	PEUL	WOFR
DTWE1	0.894					
DTWE2	0.830					
DTWE3	0.856					
INKO2		0.836				
INKO3		0.820				
INKO4		0.841				
KEPE1			0.837			
KEPE2			0.818			
KEPE3			0.814			
KEPE4			0.689			
KULA1				0.888		
KULA2				0.868		
KULA3				0.866		
PEUL1					0.853	
PEUL2					0.858	
PEUL3					0.853	
PEUL4					0.869	
WOFR1						0.829
WOFR2						0.918
WOFR3						0.898
INKO1		0.888				

Lampiran 3.3 R-Square

	R-square	R-square adjusted
KEPE	0.578	0.567
PEUL	0.660	0.648

Lampiran 3.4 f-Square

	DTWE	INKO	KEPE	KULA	PEUL	WOFM
DTWE			0.037		0.002	
INKO			0.051		0.014	
KEPE					0.193	
KULA			0.016		0.038	
PEUL						
WOFM			0.039		0.071	

Lampiran 3.5 Inner VIF

	VIF
DTWE -> KEPE	3.293
DTWE -> PEUL	3.415
INKO -> KEPE	3.357
INKO -> PEUL	3.528
KEPE -> PEUL	2.372
KULA -> KEPE	2.413
KULA -> PEUL	2.452
WOFM -> KEPE	2.975
WOFM -> PEUL	3.090

Lampiran 3.6 Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DTWE -> KEPE	0.227	0.230	0.132	1.722	0.085
DTWE -> PEUL	-0.048	-0.051	0.103	0.466	0.641
INKO -> KEPE	0.268	0.266	0.118	2.269	0.023
INKO -> PEUL	0.132	0.126	0.094	1.407	0.160
KEPE -> PEUL	0.384	0.392	0.087	4.424	0.000
KULA -> KEPE	0.128	0.117	0.117	1.090	0.276
KULA -> PEUL	0.177	0.183	0.099	1.787	0.074
WOFM -> KEPE	0.220	0.227	0.113	1.947	0.052
WOFM -> PEUL	0.273	0.267	0.087	3.130	0.002

Lampiran 3.7 *Specific Indirect Effect*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
DTWE -> KEPE -> PEUL	0.087	0.091	0.059	1.482	0.138
INKO -> KEPE -> PEUL	0.103	0.105	0.054	1.900	0.057
KULA -> KEPE -> PEUL	0.049	0.044	0.047	1.045	0.296
WOFM -> KEPE -> PEUL	0.085	0.089	0.049	1.712	0.087

Lampiran 3.8 *Construct Reliability and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DTWE	0.825	0.831	0.895	0.740
INKO	0.868	0.869	0.910	0.717
KEPE	0.799	0.804	0.870	0.627
KULA	0.845	0.845	0.906	0.764
PEUL	0.881	0.883	0.918	0.737
WOFM	0.857	0.852	0.913	0.779

Lampiran 3.9 *Heterotrait-Monotrait Ratio (HTMT)*

	DTWE	INKO	KEPE	KULA	PEUL	WOFM
DTWE						
INKO	0.927					
KEPE	0.852	0.841				
KULA	0.850	0.819	0.763			
PEUL	0.760	0.793	0.882	0.774		
WOFM	0.891	0.886	0.824	0.820	0.830	

Lampiran 3.10 *Fornell-Larcker*

	DTWE	INKO	KEPE	KULA	PEUL	WOFM
DTWE	0.860					
INKO	0.788	0.847				
KEPE	0.695	0.705	0.792			
KULA	0.710	0.702	0.631	0.874		
PEUL	0.652	0.697	0.742	0.667	0.858	
WOFM	0.751	0.763	0.685	0.697	0.723	0.883

Lampiran 3.11 *Q-Predict*

	Q ² predict	RMSE	MAE
KEPE	0.550	0.698	0.518
PEUL	0.579	0.666	0.466

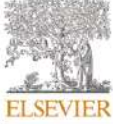
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Social commerce attributes, customer engagement and repurchase intention in social commerce platforms: A stimulus–organism–response approach

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ABSTRACT

The integration of social interactions with e-commerce has given rise to social commerce, creating digital environments where consumers engage with each other while shopping. Despite growing research on customer engagement in social commerce, there remains a limited understanding of how specific platform attributes influence engagement behaviors and subsequent purchasing decisions. This research addresses this gap by examining the relationship between social commerce attributes and repurchase intention through the lens of the Stimulus–Organism–Response theoretical framework. Our investigation focuses on four key platform characteristics, namely, content informativeness, service quality, webpage attractiveness, and traditional word-of-mouth communication. We hypothesize that these elements act as stimuli that shape customer engagement (the organism component), ultimately affecting intentions to make repeat purchases (the response component). To test these relationships, we administered an online questionnaire to 238 social commerce users in Palestine. Data analysis through structural equation modeling techniques revealed that content informativeness, service quality, and traditional word-of-mouth significantly enhanced customer engagement, while webpage attractiveness showed no significant effect. Furthermore, customer engagement demonstrated a strong positive influence on repurchase intention. These findings contribute to social commerce literature by identifying the relative importance of different platform attributes in fostering meaningful customer relationships. For practitioners, especially in emerging markets, our results suggest prioritizing content informativeness, responsive service, and encouraging traditional word-of-mouth promotion alongside digital strategies to develop more engaging social commerce platforms that drive customer loyalty.

1. Introduction

The emergence of Web 2.0 technologies has fundamentally transformed digital interactions, catalyzing a shift from conventional electronic commerce toward more socially-oriented platforms worldwide (Charles and Kanani, 2025; Dincer and Dincer, 2023). This evolution has given rise to social commerce (s-commerce), which integrates purchasing processes with community-based interactions on platforms such as Facebook, Instagram, and specialized social shopping applications. Unlike traditional online shopping, s-commerce establishes environments where commercial activities occur within social contexts, enabling consumers to participate actively in content generation, knowledge exchange, and peer-to-peer communication (Charles and Kanani, 2025; Sohn and Kim, 2020; W. Zhao et al., 2023).

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The economic significance of s-commerce is substantial and growing rapidly. Currently estimated at approximately \$0.7 trillion in global revenue, industry analysts project the market will reach \$1 trillion by 2028 (Statista, 2024). Emerging economies demonstrate particularly notable growth trajectories, with the sector currently valued at roughly \$12 billion expected to experience a compound annual growth rate exceeding 27 %, potentially reaching \$42.5 billion by 2029 (Markets, 2025). This rapid expansion has transformed passive shoppers into engaged community members who contribute to brand narratives and product evaluations, creating value beyond traditional transactions (Liu, 2024; Sarker et al., 2025).

Central to s-commerce success is customer engagement (SCCE), defined as the degree of an individual's participation and connection with platform offerings and activities. SCCE encompasses cognitive, emotional, behavioral, and social dimensions that can be initiated by either customers or organizations, influencing various outcomes including loyalty, brand community involvement, and repurchase decisions (A. Busalim and Asadi, 2025; S. Sharma and Sharma, 2024). As consumers increasingly rely on social media to obtain product information, SCCE plays a significant role in their purchasing behaviors and serves as a crucial variable for businesses aiming to gain competitive advantage in s-commerce environments (X. Li et al., 2023; So et al., 2024).

Despite growing research on customer engagement in s-commerce, there remains limited understanding of how specific attributes influence engagement behaviors and subsequent re-purchasing decisions. While previous research has identified various factors influencing customer engagement (Fusahim and Asadi, 2025; Mohammad et al., 2024), the specific impact of seller-level attributes on SCCE and their downstream effects on repurchase intentions have remained less clear. This knowledge gap is particularly pronounced in emerging markets, where contextual factors may significantly influence the relative importance of different platform characteristics.

This study addresses these gaps by examining the relationship between social commerce attributes and repurchase intention through the Stimulus-Organism-Response theoretical framework. Specifically, we investigate how four key attributes namely content informativeness, service quality, webpage attractiveness, and traditional word-of-mouth communication act as stimuli that shape customer engagement, ultimately affecting intentions to make repeat purchases. The paper is structured as follows: the next section presents the literature review and hypothesis development, followed by the research methodology, findings, and their implications.

2. Literature review

2.1. Theoretical framework comparison and selection

The emergence of s-commerce has created unique environments that blend transactional and social elements, consequently prompting researchers to explore various theoretical frameworks to understand consumers' digital behavior in these contexts. However, the selection of an appropriate theoretical foundation significantly influences both the variables examined and the insights generated, particularly when investigating repurchase intentions in emerging markets. Traditionally, prior investigations have predominantly drawn upon established theoretical constructs from information systems research, including the Technology Acceptance Model (TAM) developed by Davis (1989), Theory of Planned Behavior (TPB) by Ajzen (1991), Innovation Diffusion Theory (DOI) by Rogers (2003), and the Unified Theory of Acceptance and Use of Technology (UTAUT) introduced by Venkatesh et al. (2003).

Table 1 summarizes the growing importance of s-commerce and the diverse theoretical lenses applied to investigate various aspects and key outcomes, such as continuance, usage, continuous, trust enhancement and repurchase/purchase intentions. Initially, technology acceptance

Table 1

Major Theoretical Approaches in S-commerce Research.

Study	Specific Theory/Model	Output Factor
Technology Acceptance and Innovation Diffusion Theories		
(Sarker et al., 2025)	UTAUT	Continuance Intention
(Rahman et al., 2023)	UTAUT2	Purchase Intention
(Jasrotia et al., 2025)	TAM	Usage Intention
(Sun et al., 2023)	TAM3	Purchase Intention
(L. Zhao et al., 2023)	DOI + Trust Theory	Purchase Intention
(Saprikis and Avlogiaris, 2023)	UTAUT + DOI	Usage Intention
Post-Adoption Theories		
(Aref, 2024)	ECT	Continuance Intention
(Ko and Ho, 2024)	ECT	Repurchase Intention
(Yu et al., 2024)	ECT + Social Influence Theory	Continuance Intention
(Leung et al., 2022)	Role Theory + ECT	Repurchase Intention
(Laradi et al., 2024)	Expectancy-Value Theory (EVT)	Purchase Intention
Social/Cognitive Theories		
(Elshaer et al., 2024)	SCT	Purchase Intention
(Xu et al., 2024)	SLT	Impulsive Purchase
(Huwaida et al., 2024)	SCT	Purchase Intention
(A. Y. Liu and Lin, 2025)	Elaboration likelihood model (ELM) + TPB	Entrepreneurial Intention
Trust-Based Theories		
(Al-Adwan et al., 2022)	ST	Trust Enhancement and Purchase Intention
(Al-Adwan and Yaseen, 2023)	ST	Trust Enhancement
(Senali et al., 2024)	ST	Trust Enhancement and Purchase Intention
(F. Herzallah et al., 2025)	ST	Trust Enhancement

and innovation frameworks have dominated the field, with researchers extensively applying UTAUT (Saprikis and Avlogiaris, 2023; Sarker et al., 2025), UTAUT2 (Rahman et al., 2023), TAM (Jasrotia et al., 2025), and TAM3 (Sun et al., 2023) to examine adoption intentions and usage behaviors. These models primarily emphasize factors such as perceived usefulness and ease of use in explaining technology adoption decisions.

In contrast, post-adoption theories focus on explaining continued engagement after initial adoption. Expectation Confirmation Theory (ECT) has particularly proven valuable for understanding how satisfied users develop continuance intentions (Aref, 2024; Yu et al., 2024), repurchase (Laradi et al., 2024), and maintain repurchase behaviors over time (Ko and Ho, 2024; Leung et al., 2022). Meanwhile, social and cognitive theories have emerged to address the interpersonal dimensions of s-commerce, with Social Cognitive Theory (SCT) (Elshaer et al., 2024; Huwaida et al., 2024) and Social Learning Theory (SLT) (Xu et al., 2024) providing insights into social influence mechanisms and learning processes within s-commerce communities.

Additionally, trust-based approaches have gained attention as researchers recognize the critical role of uncertainty reduction in online transactions. Signaling Theory (ST), in particular, has been applied to examine how various platform cues address information asymmetry concerns, ultimately leading to enhanced trust and purchase intentions (Al-Adwan et al., 2022; Al-Adwan and Yaseen, 2023; Herzallah and Al-Sharafi, 2025; Senali et al., 2024).

While the aforementioned theories have provided valuable insights, they present notable limitations when applied to s-commerce contexts. These frameworks primarily emphasize cognitive decision processes while inadequately addressing the emotional and environmental factors that characterize s-commerce platforms (Irimia-Díez et al., 2025). In contrast, the Stimulus-Organism-Response (SOR) framework has been widely and successfully applied across numerous fields, including

payment systems (Kumar et al., 2025; Uddin et al., 2025), e-commerce (Y. Liu et al., 2024; W. Zhao et al., 2023), live streaming commerce (Ming et al., 2021), tourism live streaming (Liang et al., 2024), and importantly s-commerce (Chandrea et al., 2024; Imanuddin and Handayani, 2025; Mohammad et al., 2024; Yang et al., 2025). Recent bibliometric analyses identify SOR as an emerging "driving theme" in s-commerce research (2019–2022), representing a well-developed and pivotal theoretical approach for structuring the field (D. Herzallah et al., 2025; L. Y. Leong et al., 2024).

The SOR framework's three-stage process goes beyond simple input-output models by explicitly examining consumers' internal cognitive and emotional states as crucial intermediaries between environmental stimuli and behavioral responses, thereby explaining the "black box" of consumer psychology (Haq et al., 2024). Furthermore, SOR's versatility enables simultaneous investigation of diverse stimuli, including technological features, social factors, and platform characteristics, making it particularly suitable for the multi-faceted environment of s-commerce (Chandrea et al., 2024; Tuncer, 2021). Additionally, the SOR framework demonstrates strong integrative capacity, serving as a solid foundation that can be integrated with other theories to build more nuanced models. Studies successfully combine SOR with trust transfer theory, the theory of planned behavior (TPB), and the IT affordance lens to create richer explanations of consumer behavior (Haq et al., 2024; Tuncer, 2021). Having established the theoretical rationale for framework selection, we now turn to a detailed examination of the SOR applications in s-commerce and its operationalization within our Palestinian context.

2.2. Stimulus-Organism-Response (SOR) framework

The Stimulus-Organism-Response (S-O-R) framework, originally developed by Mehrabian and Russell (1974), is a psychological model that explains human behavior as a three-stage process. It posits that external environmental cues (stimulus) influence an individual's internal cognitive and emotional states (organism), which in turn trigger behavioral reactions (response). This framework has gained prominence in consumer behavior research for its ability to explain the mechanisms through which environmental factors shape purchasing decisions by explicitly examining the intermediate psychological processes that traditional input-output models often overlook (Haq et al., 2024; Irimia-Diéguez et al., 2025). As demonstrated in Table 2, the three components can be detailed as follows.

First, stimulus (S) represents the external environmental factors, cues, or incentives that individuals encounter in s-commerce platforms. As demonstrated in recent applications, these stimuli encompass

technological features such as personalization and responsiveness, social elements including e-WOM credibility and influencer familiarity, platform-specific features like recommendations and community forums, and experiential factors such as immersion and perceived enjoyment. Additionally, platform affordances including visibility, metavoicing, and guidance shopping function as stimuli that trigger user responses.

Second, organism (O) refers to the internal psychological processes and states that mediate the relationship between external stimuli and behavioral outcomes. This component captures both cognitive and emotional dimensions of consumer processing. Recent applications reveal diverse organism variables across s-commerce studies, including trust-related constructs (e.g., trust in products, streamers, sellers), cognitive states (e.g., perceived usefulness, perceived value, brand attitude), emotional responses (e.g., parasocial relationships, immersive experience), and engagement-related outcomes (e.g., customer engagement, flow experience). This component represents the "black box" of consumer psychology where environmental stimuli are processed and transformed into psychological states.

Third, response (R) encompasses the final behavioral outcomes resulting from the internal processing of stimuli. In s-commerce research, responses typically manifest as various forms of intentional behaviors, including purchase intention, continuance intention, social commerce intention, and engagement behaviors. These responses represent observable behavioral manifestations that result from the complex interplay between environmental stimuli and internal psychological processing.

While previous SOR applications in social commerce have examined various stimuli such as live streaming affordances (Chandrea et al., 2024; Yang et al., 2025), platform-wide features (Mohammad et al., 2024), and digital communication characteristics (Haq et al., 2024), our study focuses on four attributes that represent distinct stimulus (i.e., content informativeness, service quality, webpage attractiveness, and traditional word-of-mouth). This specific combination has not been examined collectively within the SOR framework, representing a theoretical gap that our research addresses to enrich both theoretical understanding and practical applications in s-commerce.

Content informativeness was selected as it addresses the fundamental information asymmetry challenges prevalent in online transactions, particularly critical in emerging markets where consumers rely heavily on available information to reduce perceived risks (Al-Adwan and Yaseen, 2023; F. Herzallah and Al-Sharafi, 2025). Service quality, while fundamental to s-commerce success, has been notably absent from previous SOR applications. Although Chandrea et al. (2024) examined

Table 2
SOR Model Application in S-Commerce.

Study	Theories	Stimulus (S)	Organism (O)	Response (R)
(Imanuddin and Handayani, 2025) (Yang et al., 2025)	SOR, Trust Transfer Theory, and Social Exchange Theory, SOR and Parasocial Relationship Theory	- Personalization- Visibility - Susceptibility to Informational Influence- Co-creation Behaviour - Immersion- Social Presence- Telepresence- Perceived Enjoyment	- Trust in Products- Trust in Streamers- Perceived Value - Parasocial Relationship - Trust in Product- Trust in Seller	- Continuance intention to use live streaming Purchase Intention
(Chandrea et al., 2024)	SOR and IT Affordance theory	- Personalization- Responsiveness- Entertainment- Mutuality- Perceived Control- Visibility- Meta-voicing- Guidance Shopping	- Perceived Usefulness- Psychological Distance- Immersion	Purchase Intention
(Haq et al., 2024)	SOR, trust transfer theory and the Theory of Planned Behavior, SOR	- e-WOM credibility - e-WOM Valence- Influencer Familiarity	-Brand Attitude -Perceived Brand Quality	- Online Engagement Intention - Online Purchase Intention - Hotel Booking Intentions
(Mohammad et al., 2024) (Y. Liu et al., 2023)	SOR	- Recommendations & Referrals- Forums & Communities- Reviews & Ratings - Usefulness- Interactivity- Entertainment- Authenticity	- Perceived Brand Image - Customer Engagement - Arousal- Pleasure	- Impulse buying- Social participation Continuous Purchase Intention
(Hewei and Youngsook, 2022)	SOR	-Social Media Interactivity	- Perceived Value- Immersive Experience	Social commerce intention
(Tuncer, 2021)	SOR and IT Affordance theory	- Visibility- Metavoicing- Guidance shopping	- Trust in seller - Trust in social media platform - Flow experience	

responsiveness as a narrow platform affordance, comprehensive service quality encompassing reliability, efficiency, and customer support has not been investigated as an SOR stimulus.

Webpage attractiveness, while examined in broader s-commerce (Marmat, 2023; Ramezani Nia and Shokouhyar, 2020), has not been specifically investigated within the SOR framework for s-commerce applications. Although previous SOR studies have examined related constructs such as visibility (Imanuddin and Handayani, 2025; Tuncer, 2021), these focused on content findability and discoverability rather than aesthetic appeal and visual design attractiveness. Traditional word-of-mouth was selected as a novel stimulus not previously examined in SOR social commerce research. Despite previous investigations of digital word-of-mouth elements such as e-WOM credibility and valence (Hag et al., 2024) and platform-based recommendations and referrals (Mohammad et al., 2024), these studies focused exclusively on digital communications. Our inclusion of traditional word-of-mouth addresses the gap in understanding how offline interpersonal recommendations influence online engagement behaviors, particularly relevant in Palestinian culture where strong interpersonal relationships and community ties significantly impact consumer decisions (Sayyad, 2018).

2.3. S-commerce in Palestine

Despite growing SOR applications in s-commerce, comprehensive analyses note that this framework remains underutilized in emerging markets where contextual factors may significantly influence consumer behavior patterns (Singh and Pandey, 2024; W. Zhao et al., 2023). Palestine represents a particularly compelling case for SOR application, demonstrating significant social media engagement with approximately 2.2 million users representing 40.5 % of the nation's 5.43 million population (Kemp, 2024). This substantial digital penetration has translated into growing business utilization of social platforms, with Sayyad (2018) emphasizing the integral role of social media in Palestinian marketing practices.

However, academic examination of s-commerce within Palestine remains limited and fragmented, revealing substantial gaps in theory-based investigations (F. Herzallah and Al-Sharafi, 2025). The existing body of Palestinian s-commerce research encompasses only a few empirical studies spanning 2018–2025, with several studies lacking formal theoretical grounding (e.g., Ayyash, 2023; Hamleh, 2020; F. Herzallah and Al-Qirim, 2023; Sayyad, 2018). Among the theory-based investigations, only the Expectation Confirmation Model (F. Herzallah and Ayyash, 2021), Theory of Planned Behavior (D. Herzallah et al., 2021), and recently Signaling Theory (F. Herzallah and Al-Sharafi, 2025) have been applied, leaving substantial theoretical gaps in understanding Palestinian s-commerce behavior. Notably, limited studies have applied the SOR framework within the Palestinian s-commerce context, despite its growing prominence in the broader s-commerce literature.

This convergence of theoretical and contextual gaps presents a compelling research opportunity. In our research context, we consider specific s-commerce attributes (i.e., content informativeness, service quality, webpage attractiveness, and traditional word-of-mouth) as external environmental stimuli (S) that influence customer engagement as the organism (O), which ultimately affects consumers repurchase intention as the response component (R) within the Palestinian market context. This application of the SOR framework allows us to systematically analyze how platform characteristics shape user psychological states and subsequent purchasing behaviors in an understudied market environment, while contributing both theoretical advancement and empirical insights from an emerging market perspective.

2.4. Research model and hypotheses

In this section, we present a conceptual model and study hypotheses based on the literature reviewed and a reflection made of the study

context as illustrated in Fig. 1.

2.4.1. Content Informativeness (COIN) and Customer Engagement (SCCE)

Social commerce environments function primarily as specialized implementations of broader social media platforms, delivering distinct commercial functionality within interactive digital spaces. To effectively serve their purpose, these platforms must deliver measurable utility to users through their content presentation strategies (Liu, 2024). The COIN concept, encompasses the comprehensive nature of product details provided through seller interfaces, incorporating the depth, breadth, and multimedia integration of content elements including textual descriptions, visual assets, and video demonstrations made available to potential customers (Lee et al., 2021).

Prior research has confirmed the influence of content informativeness on Customer engagement (SCCE). For example, Vlachvei et al. (2022) investigated the effects of content characteristics on stages of SCCE in social media, while Lee and Park (2022) confirmed the influence of content informativeness on SCCE in a social media setting. Furthermore, Moran et al. (2020) show positive relationships for media richness content components on increasing consumer-brand engagement outcomes. Building on this empirical evidence, it can be argued that when s-commerce sellers provide rich information on their webpages, they are likely to make prospective customers more willing to purchase from them. Thus, we propose the following hypothesis

H1. : There is a positive relationship between COIN and SCCE.

2.4.2. Service Quality (SERQ) and Customer Engagement (SCCE)

Service quality is a pivotal factor in distinguishing trustworthy sellers from unscrupulous ones in the e-commerce sector. It significantly influences consumer behavior, enhancing trust and satisfaction, which in turn can lead to increased traffic and sales (Sutisna et al., 2023). The multidimensional nature of service quality encompasses various aspects such as reliability, efficiency, and responsiveness, which are crucial for maintaining a competitive edge in the digital marketplace (Çağlar et al., 2024). Online customers may evaluate the quality of the services offered by the seller in terms of the scope of functions provided by the s-commerce webpage or the level of overall support and services provided (Charles and Kanani, 2025; Pour et al., 2020). Online business studies regard service quality as a signal that sellers can use (F. Herzallah and Al-Sharafi, 2025).

In the context of s-commerce, providing high service quality on webpages can significantly enhance customer willingness to purchase (Pour et al., 2020). This is primarily because good service quality reduces perceived risks and uncertainties, thereby fostering trust and confidence in potential buyers (Sutisna et al., 2023). The empirical evidence from various studies supports the notion that service quality is a critical determinant of SCCE in online environments (Amro et al., 2025; Fan et al., 2022; Ganie and Bhat, 2023). Therefore, the following hypotheses are proposed:

H2. : There is a positive relationship between SERQ and SCCE.

2.4.3. Webpage Attractiveness (WEBA) and Customer Engagement (SCCE)

The attractiveness of a seller's webpage in s-commerce is significantly influenced by its visual appearance and physical design (Li et al., 2024). This is because visual aesthetics play a crucial role in shaping consumer perceptions and behaviors, impacting their purchase intentions and overall engagement with the platform (Marmat, 2023; Ramezani Nia and Shokouhyar, 2020). The design elements of a webpage can enhance user experience by providing aesthetic pleasure, which in turn can lead to increased consumer satisfaction and loyalty (Ramezani Nia and Shokouhyar, 2020). The integration of visual appeal, user-friendly navigation, and interactive features can create a more engaging and satisfying user experience, which in turn can positively influence consumer behavior. This relationship is supported by multiple studies that highlight the importance of website design and social

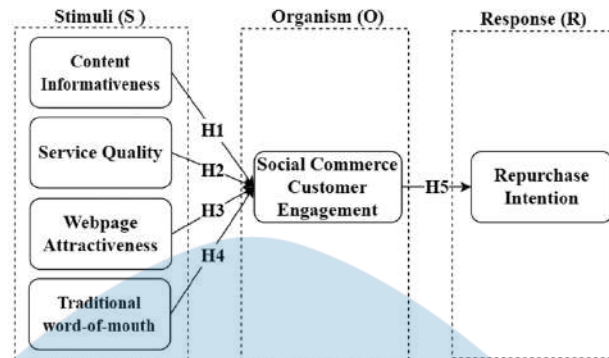


Fig. 1. Conceptual Model.

commerce attributes in driving SCCE and purchase intention (Busalim et al., 2024; Marmat, 2023; Pernell and Pacheco, 2024). Thus, this study proposes:

H3. : There is a positive relationship between WEBA and SCCE.

2.4.4. Traditional word-of-mouth (TWOM) and Customer Engagement (SCCE)

When purchasing from online sellers, consumers engage in information-seeking behavior to reduce uncertainty and make informed decisions (Herzallah and Al-Sharafi, 2025; Shah and Paul, 2020). This behavior is driven by the need to gather comprehensive information about both the product and the seller, which helps mitigate perceived risks associated with online transactions (Al-Adwan and Yaseen, 2023). The process of information seeking is multifaceted, involving various strategies and sources, both online and offline, to ensure a satisfactory purchase experience (Shah and Paul, 2020). This information can be obtained online from s-commerce webpages because they enable previous customers to make recommendations and provide reviews and ratings (Laradi et al., 2024).

TWOM is recognized as a significant influence on online SCCE and purchase decisions (Laradi et al., 2024). This influence is attributed to the strength of personal relationships and the perceived trustworthiness of offline interactions (Li and Du, 2017). TWOM, especially from friends and trusted individuals, can provide a more persuasive and credible source of information compared to online WOM, which often lacks the personal connection and trust inherent in face-to-face interactions (Chawdhary and Weber, 2025). This dynamic is crucial in understanding how TWOM can impact online SCCE. From this discussion, it can be argued that the quality of TWOM of friends and trusted people regarding an online seller can influence s-commerce customers' engagement. Thus, we propose the following hypothesis

H4. : There is a positive relationship between TWOM and SCCE.

2.4.5. Customer Engagement (SCCE) and Repurchase Intention (REPI)

The consequences of s-commerce-based SCCE include increased customer satisfaction, loyalty, co-creation, electronic word of mouth (WOM), repurchase intention, feedback and collaboration, and website stickiness (Busalim et al., 2024). These outcomes are facilitated by the unique attributes of s-commerce platforms, such as community interaction, collaboration, and social dynamics, which foster a more engaging and interactive shopping experience (Nadeem et al., 2021). One such positive outcome is repurchase intention, which refers to a customer's intention to rebuy a product or service from an s-commerce supplier (Busalim et al., 2024). s-commerce-based SCCE are also likely

to develop a positive platform-related sentiment or a belief that other customers will help improve their repurchase decisions (Mubdir et al., 2025). Prior research suggests that SCCE positively affects s-commerce customers' repurchase intention (Lim et al., 2020; Majeed et al., 2022; Simbolon and Jaw, 2022). Building on this empirical evidence, it can be argued that SCCE in s-commerce has become a focal point for businesses seeking to build long-term consumer relationships. Thus, we propose the following hypothesis

H5. : There is a positive relationship between SCCE and REPI.

2.5. The dynamics of open innovation in social commerce

Open innovation represents a paradigm shift from traditional, closed models, establishing a holistic approach to innovation management that systematically encourages organizations to investigate opportunities from both internal and external sources (Merritt and Zhao, 2022; Siriwong et al., 2024). Within the contemporary digital landscape, social commerce (s-commerce) platforms have emerged as critical enablers of open innovation dynamics. They function as ecosystems where sellers, particularly small and medium enterprises (SMEs), can access external knowledge, collaborate with customers, and co-create value through social interactions (Ni and Wang, 2025; Yuana et al., 2021).

The integration of social interactions with commercial activities creates unique conditions for these processes. S-commerce platforms facilitate the flow of external knowledge through customer feedback and peer recommendations, embodying the "outside-in" dimension of open innovation where enterprises actively absorb external insights to enhance their innovation capabilities (Ni and Wang, 2025). This customer engagement represents a form of collective intelligence, generating valuable insights for product development and business model innovation. This aligns with social open innovation principles, where innovation emerges through social networks and community-driven collaboration rather than formal research and development processes (Davies et al., 2019).

Ni and Wang (2025) argue that for SMEs in emerging markets like China, s-commerce platforms provide crucial access to open innovation opportunities that might be unavailable due to resource constraints. These platforms help SMEs navigate complex market environments and make decisions under conditions of bounded rationality by providing accessible information and social validation (Yun et al., 2020). The engagement of customers through s-commerce is a form of innovation culture cultivation, where enterprises build innovation-oriented relationships with their customer base to drive competitive advantage (Merritt and Zhao, 2022; Yun et al., 2020).

However, adopting open innovation also presents complexity challenges, particularly for SMEs. Managing the dynamics between traditional business practices and new social commerce approaches requires a careful balance, as the "cost of open innovation" can overwhelm an organization if not properly managed (Yun et al., 2020). The findings of this study, therefore, contribute to understanding how specific platform attributes facilitate these open innovation processes, helping B2C SMEs in the specific context of Palestine leverage digital channels for sustainable growth.

3. Research methodology

3.1. Sampling and data collection

Our investigation employed a one-time cross-sectional data gathering strategy to capture relevant variables simultaneously. We focused on Palestinian consumers who actively utilize social media platforms for purchasing activities and have reached the age of majority (18 years or older), ensuring participants possessed both the legal capacity and technological access necessary for engaging in digital commerce transactions. The participant recruitment process utilized non-probability convenience sampling techniques through digital channels. Data collection occurred via a web-based questionnaire developed and distributed using "Microsoft forms". Table 3 presents the demographic characteristics of the respondents.

To address potential systematic response bias concerns, first, we conducted Harman's single-factor assessment. Results indicated no significant common method bias (CMB), as the primary factor explained less than the critical threshold of 50 % variance (Podsakoff et al., 2003). Second, as recommended by Kock (2015), we employed variance inflation factor (VIF) values as an additional statistical remedy for CMB detection. The inner VIF values for all constructs ranged from 1.000 to 2.208, which are well below the suggested threshold of 3.3 (Hair et al., 2022), further confirming the absence of CMB in this study. The final sample comprised 238 valid and complete responses, substantially exceeding the minimum required sample size of 136 participants as determined through statistical power analysis using G-Power software (assuming 80 % power). This sample size satisfies established methodological standards for management research in social sciences, where statistical power of 0.80 is considered the minimum acceptable threshold (Hair et al., 2018).

3.2. Questionnaire design and validation

The constructs of the model were measured through reflective measurement scales validated in previous research. Content informativeness were measured using 4 items adapted from Charles and Kanani

(2025) and Lin (2024). Service Quality was measured with 3 items from Chan and Gao (2021) and Charles and Kanani (2025). Webpage attractiveness was measured with 3 items adapted from Charles and Kanani (2025) and Shen et al. (2019). Traditional word-of-mouth was measured with 3 items from the research of Charles and Kanani (2025) and Parooq et al. (2024). SCGE was measured with 4 items adapted from Ho and Chung (2020) and Shah et al. (2024). Finally, Repurchase intention was measured with 4 items adapted from Miao et al. (2022) and Wang and Chu (2020). In all the cases, as shown in Tables 4, 5-point Likert-type scales were used (1 strongly disagree; 5 strongly agree). Given that the original scales were developed in English while the target population spoke Arabic, all measurement items underwent a rigorous translation process. First, the questionnaire was translated from English to Arabic by a certified professional translation service. Subsequently, back-translation from Arabic to English was performed by an independent translator to verify semantic equivalence and ensure the preservation of original scale meanings. The back-translated version was compared with the original English scales to identify and resolve any discrepancies, ensuring cross-linguistic validity.

3.3. Analytical procedures

To examine causal relationships between theoretical constructs, structural equation modeling was selected—a method capable of analyzing complex variable interactions (Hair et al., 2022). Within SEM frameworks, two approaches exist: covariance-based (CB-SEM) and partial least squares (PLS-SEM) (Hair et al., 2020; Sarstedt et al., 2022). PLS-SEM was prioritized for its suitability in exploratory theoretical modeling and handling predictive relationships, and has been widely used by previous studies in the field (Al-Adwan et al., 2022; Al-Adwan and Yaseen, 2023; Alhumud and Elshaer, 2024; F. Herzallah et al., 2025). Analyses were conducted using Smart-PLS software.

3.4. Model evaluation stages

The PLS-SEM process involved two phases. First, the measurement model was validated by testing construct reliability and accuracy. Indicator loadings, composite reliability (CR), cronbach's alpha (CA), and average variance extracted (AVE) were calculated to verify internal consistency and convergent validity (Hair et al., 2022). Discriminant validity was assessed using two approaches: the Fornell-Larcker criterion (comparing AVE square roots to construct correlations) and heterotrait-monotrait (HTMT) ratios (Henseler et al., 2009, 2015).

Second, the structural model tested hypothesized relationships. Collinearity was first examined via variance inflation factors (VIFs), ensuring values remained below recommended thresholds. Predictive power was evaluated using R^2 values, with scores ≥ 0.2 deemed acceptable (Cohen, 1988). Path coefficients, significance levels (t-values, p-values), and 95 % bias-corrected confidence intervals were calculated through 5000 bootstrap iterations. Model fit was measured via the standardized root mean square residual (SRMR), quantifying discrepancies between observed and predicted correlations (Henseler et al., 2015).

4. Findings

4.1. Measurement model assessment

Construct validity and reliability were tested using four benchmarks, which are indicator loadings, AVE, CR, and CA. As shown in Table 5, the loadings for all items exceeded the recommended value of 0.708, except (REPI3), thus meeting recommended thresholds. AVE scores (0.816–0.897) surpassed the 0.50 minimum, while CR and CA values consistently topped 0.70, confirming strong scale reliability (Hair et al., 2022). Furthermore, as shown in Table 6, discriminant validity was upheld via HTMT ratios below 0.85 (Henseler et al., 2015) As for

Table 3
Demographic Characteristics of Respondents.

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	117	49.2
	Female	121	50.8
Education Level	Diploma or below	71	29.8
	Bachelor's degree	132	55.5
	Postgraduate studies	35	14.7
Age	18–24 years	63	26.5
	24–30 years	89	37.4
	30–40 years	55	23.1
	Above 40 years	31	13.0
Social Media Experience	Less than 1 year	35	14.7
	1–3 years	66	27.7
	3–5 years	110	46.2
	More than 5 years	27	11.3
N	238		

Table 4
Questionnaire Items.

Construct	Items	Source
Content Informativeness	COIN1 Social commerce sellers provide sufficient information about product delivery to customers.	(Charles and Kanani, 2025; Lin, 2024)
	COIN2 Social commerce sellers publish sufficient contact information on their social media pages.	
	COIN3 Social commerce sellers publish numerous clear pictures of the available products.	
	COIN4 Overall, the information provided on social commerce sellers' pages is very helpful in making purchasing decisions.	
Service Quality	SERQ1 Social commerce sellers respond quickly to customer inquiries.	(Chan and Gao, 2021; Charles and Kanani, 2025)
	SERQ2 Social commerce sellers always ensure that customers are informed about all product details.	
	SERQ3 Social commerce sellers provide additional information if customers are not satisfied.	
Webpage Attractiveness	WEBA1 It is easy to find the information I need on social commerce sellers' pages.	(Charles and Kanani, 2025; Shen et al., 2019)
	WEBA2 Product images on social commerce sellers' pages are well-organized.	
	WEBA3 It is very easy to navigate social commerce sellers' pages.	
Traditional word-of-mouth	TWOM1 Most users on social media provide positive opinions about their experience purchasing from sellers on these platforms.	(Charles and Kanani, 2025; Farooq et al., 2024)
	TWOM2 Most of my trusted friends provide positive opinions about purchasing from sellers on social media.	
	TWOM3 Most of my friends provide positive opinions about the quality of products from sellers on social media.	
Customer Engagement	SCCE1 Using social commerce platforms is fun.	(Ho and Chung, 2020; Shah et al., 2024)
	SCCE2 Anything related to social commerce platforms grabs my attention.	
	SCCE3 Social commerce platforms enable sharing information with others.	
	SCCE4 I enjoy spending time browsing products and seller pages on social media.	
Repurchase Intention	REPI1 I intend to continue purchasing products from sellers on social media in the future.	(Miao et al., 2022; Wang and Chu, 2020)
	REPI2 I recommend others to purchase from sellers on social media.	
	REPI3 I always look forward to learning about new products offered by sellers on social media.	
	REPI4 I want to receive regular notifications and recommendations from sellers on social media about new products.	

Table 5
Measurement Model.

Variable	Indicator	Loading	AVE	CA	CR
Content Informativeness (COIN)	COIN1	0.755	0.833	0.889	0.667
	COIN2	0.858			
	COIN3	0.829			
	COIN4	0.821			
Traditional Word-of-mouth (TWOM)	TWOM1	0.877	0.859	0.914	0.779
	TWOM2	0.891			
	TWOM3	0.880			
Repurchase Intention (REPI)	REPI1	0.870	0.823	0.894	0.738
	REPI2	0.860			
	REPI4	0.849			
	REPI3	0.866			
S-Commerce Customer Engagement (SCCE)	SCCE1	0.863	0.897	0.928	0.762
	SCCE2	0.873			
	SCCE3	0.896			
	SCCE4	0.860			
Service Quality (SERQ)	SERQ1	0.855	0.816	0.890	0.730
	SERQ2	0.866			
	SERQ3	0.841			
Webpage Attractiveness (WEBA)	WEBA1	0.851	0.836	0.901	0.754
	WEBA2	0.819			
	WEBA3	0.931			

Fornell-Larcker criteria, the diagonal AVE roots exceeded cross-construct correlations (Fornell and Larcker, 1981).

4.2. Structural model and hypothesis analysis

The assessment of the Structural Model (inner model) was conducted after the analysis of the outer model was completed. Collinearity was examined to ensure that the path coefficients did not produce biased results. The variance in the inflation factor (VIF) was calculated to examine to check for collinearity. As shown in Table 7, the VIF values ranged from 1 to 2.208 which meets the requirement of being less than 5 (Hair et al., 2022). We then proceeded to assess the structural model and hypothesized relationships.

Next, the model's in-sample explanatory power was assessed by examining the R^2 values of the endogenous variables. According to Cohen (1988), the R^2 values from 0.02 to 0.12 are small, while those from 0.12 to 0.25 are moderate, and those from 0.25 to 1 are substantial.

Table 6
Results of discriminant validity.

Heterotrait-monotrait ratio (HTMT)						
Constructs	COIN	TWOM	REPI	SCCE	SERQ	WEBA
Content Informativeness (COIN)						
Traditional word-of-mouth (TWOM)	0.774					
Repurchase Intention (REPI)	0.564	0.600				
S-Commerce Customer Engagement (SCCE)	0.610	0.565	0.505			
Service Quality (SERQ)	0.709	0.774	0.603	0.562		
Webpage Attractiveness (WEBA)	0.459	0.466	0.646	0.364	0.671	
Fornell-Larcker criterion						
Constructs	COIN	TWOM	REPI	SCCE	SERQ	WEBA
Content Informativeness (COIN)	0.817					
Traditional word-of-mouth (TWOM)	0.658	0.883				
Repurchase Intention (REPI)	0.470	0.505	0.859			
S-Commerce Customer Engagement (SCCE)	0.534	0.504	0.443	0.873		
Service Quality (SERQ)	0.588	0.648	0.498	0.490	0.854	
Webpage Attractiveness (WEBA)	0.393	0.400	0.541	0.328	0.553	0.868

Table 7
Path Results of Research Model Hypotheses.

#	The Relations	O	T	P	Result	VIF
H1	COIN → SCCE	0.296	3.616	0.000	Supported	1.927
H2	SERQ → SCCE	0.178	2.503	0.009	Supported	2.208
H3	WEBA → SCCE	0.043	0.693	0.488	Not Supported	1.455
H4	TWOM → SCCE	0.177	2.082	0.037	Supported	2.161
H5	SCCE → REPI	0.443	7.759	0.000	Supported	1.000

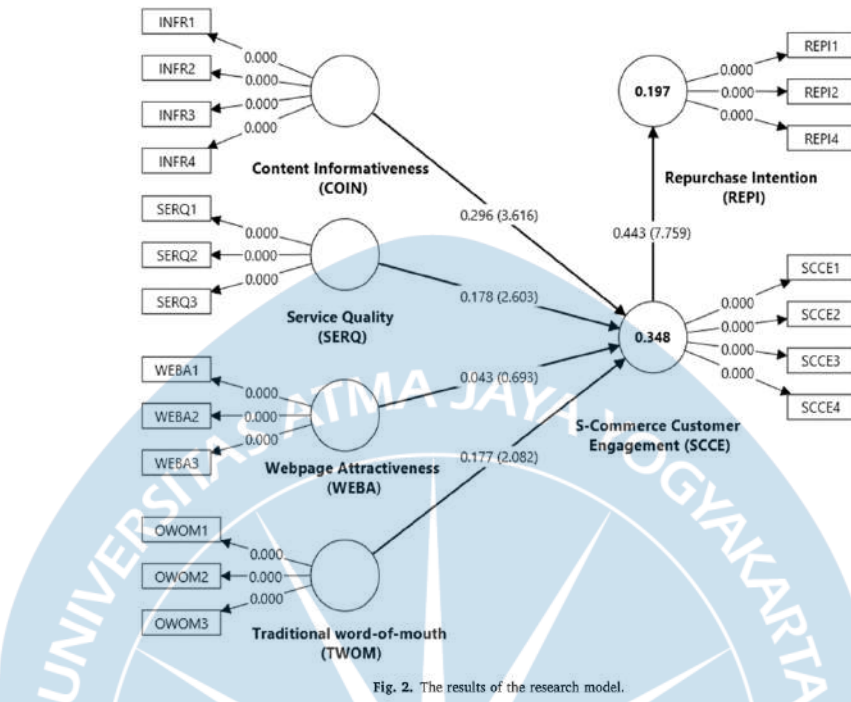


Fig. 2. The results of the research model.

As shown in Fig. 2, the S-commerce customer engagement (SCCE) had an R^2 value of 0.348, whilst perceived repurchase intention (REPI) had an R^2 value of 0.197, which translates into substantial and moderate explanatory power of the model.

The analysis of direct effects revealed that 4 out of 5 hypothesized relationships were statistically significant ($p < 0.05$), as presented in Table 7 and Fig. 2. Specifically, SCCE was positively influenced by content informativeness (COIN) ($\beta = 0.296$, $t = 3.616$, $p < 0.05$), service quality (SERQ) ($\beta = 0.178$, $t = 2.603$, $p < 0.05$), and traditional word-of-mouth (TWOM) ($\beta = 0.177$, $t = 2.082$, $p < 0.05$). Therefore, H1, H2, and H4 are supported. However, webpage attractiveness (WEBA) ($\beta = 0.043$, $t = 0.693$, $p = 0.488$) showed no significant effect on SCCE. Hence, it is considered this hypothesis (H3) is not supported. Furthermore, SCCE demonstrated strong positive effects on repurchase intention (REPI) ($\beta = 0.443$, $t = 7.759$, $p = 0.000$). Therefore, H5 is supported.

5. Discussion

This study aimed to examine how specific social commerce attributes influence customer engagement and ultimately repurchase intention through the lens of the Stimulus-Organism-Response (SOR) framework. The study's finding demonstrated that content informativeness, service quality, and traditional word-of-mouth all positively and significantly influenced customer engagement in social commerce platforms, supporting hypotheses H1, H2, and H4. Additionally, customer engagement strongly predicted repurchase intention, confirming H5. However, contrary to our expectations, webpage attractiveness did not significantly impact customer engagement, leading to the rejection of H3. The

hypotheses are discussed in more details below.

Initially, the significant positive influence of content informativeness on customer engagement aligns with previous studies by Lee and Park (2022), Moran et al. (2020), and Vlachvei et al. (2022), who found that rich, varied, and comprehensive information enhances customer engagement across digital platforms. In the social commerce context, this finding suggests that customers place high value on detailed product information, accurate descriptions, and sufficient visual representations when making purchase decisions. Notably, content informativeness emerged as the strongest predictor among the examined attributes, indicating its critical role in fostering engagement within social commerce platforms.

Furthermore, the positive relationship between service quality and customer engagement corroborates findings from (Amro et al., 2025; Fan et al., 2022; Ganje and Bhat, 2023). This result highlights that responsive customer service, prompt addressing of inquiries, and proactive support significantly enhance user engagement in social commerce environments. When sellers demonstrate reliability and responsiveness, they effectively reduce perceived risks associated with online transactions, thereby fostering greater trust and willingness to engage with the platform. Moreover, traditional word-of-mouth also significantly influenced customer engagement, consistent with research by Laradi et al. (2024) and Li and Du (2017). This finding underscores the enduring power of traditional word-of-mouth recommendations in driving online engagement behaviors. In the Palestinian context, where community ties are often strong and interpersonal trust is highly valued, offline recommendations from trusted sources such as family, colleagues, and friends appear to substantially impact users' willingness to engage with social commerce platforms.

Surprisingly, webpage attractiveness did not significantly affect customer engagement, contradicting findings from previous studies by Busalim et al. (2024), Marmat (2023), Ramezani Nia and Shokouhyar (2020). This unexpected result might be explained by several contextual factors. First, in developing markets like Palestine, functional aspects of social commerce platforms (such as information quality and service responsiveness) may take precedence over aesthetic considerations. Second, as social commerce predominantly operates through established social media platforms (e.g., Facebook, Instagram) that already have standardized interfaces, the visual differentiation between sellers may be limited, reducing the relative importance of webpage attractiveness. Third, given limited internet infrastructure in some areas, users might prioritize informational content and service quality over visually complex or aesthetically pleasing interfaces that could potentially slow loading times. Fourth, this prioritization of functional over aesthetic attributes may extend beyond market-level characteristics to specific user segments. Users with lower digital literacy may prioritize clear, information-rich interfaces over visually complex designs that could create navigation confusion. Similarly, users operating devices with limited processing power or data constraints may favor streamlined, fast-loading content over aesthetically elaborate presentations that consume bandwidth and processing resources.

Finally, the strong positive relationship between customer engagement and repurchase intention aligns with findings from Lim et al. (2020), Majeed et al. (2022), Simbolon and Law (2022). This confirms the critical role of engagement as a precursor to sustained purchasing behavior in social commerce contexts. When customers actively engage with content, interact with sellers, and immerse themselves in the social shopping experience, they develop stronger intentions to return and make subsequent purchases.

6. Implications

6.1. Theoretical implications

This study offers several significant contributions to the social commerce literature, particularly in the context of developing markets. First, by applying the Stimulus-Organism-Response (SOR) framework to examine specific social commerce attributes, we validate this theoretical approach in understanding the mechanisms through which platform attributes influence customer engagement and repurchase intention. The significant relationships identified in our model affirm the applicability of SOR framework in explaining social commerce behavior in the Palestinian market. Second, our findings extend the current understanding of customer engagement antecedents in social commerce. While previous research has broadly examined social commerce constructs and their impact on engagement (Busalim et al., 2024; Mohammad et al., 2024), our study specifically identifies the relative importance of different attributes. The stronger effect of content informativeness compared to service quality and traditional word-of-mouth provides a more nuanced understanding of what drives engagement in social commerce environments, particularly in developing markets.

Third, our results challenge existing assumptions about the universality of visual aesthetics in driving online engagement. The non-significant effect of webpage attractiveness contradicts findings of previous studies (Marmat, 2023; Ramezani Nia and Shokouhyar, 2020), suggesting that the importance of design elements may vary across different E-commerce types. Finally, our research provides empirical support for the relationship between customer engagement and repurchase intention in social commerce, reinforcing the strategic importance of engagement as a key performance metric. This finding aligns with the broader literature on customer engagement (Naenen and Enke, 2022; So et al., 2024) and provides additional evidence from the Palestinian context with potential implications for similar developing markets where functional attributes may take precedence over aesthetic considerations.

6.2. Practical implications

Our findings offer valuable insights for social commerce practitioners, particularly those operating in markets similar to Palestine. First, the strong influence of content informativeness suggests that sellers should prioritize providing comprehensive, accurate, and visually supported product information. This includes detailed descriptions, multiple high-quality images, sizing information, material specifications, and transparent pricing and delivery details. Social commerce sellers should ensure that all essential information is easily accessible on their pages, as this significantly impacts customer engagement. Second, the importance of service quality highlights the need for responsive and reliable customer support. Social commerce sellers should establish clear communication channels, respond promptly to inquiries, provide post-purchase support, and address customer concerns efficiently. Implementing service quality standards and training staff to maintain consistent service levels could significantly enhance customer engagement on social commerce platforms.

Third, the significant effect of traditional word-of-mouth underscores the continued relevance of traditional marketing approaches even in digital contexts. Social commerce businesses should actively encourage satisfied customers to share their positive experiences within their social circles, potentially through referral programs or community-building initiatives. Fourth, the non-significant effect of webpage attractiveness suggests that social commerce sellers in contexts similar to Palestine might benefit more from investing resources in improving information quality and service standards rather than focusing extensively on visual aesthetics. While maintaining a clean, functional interface remains important for usability, elaborate visual designs might not yield proportionate returns in terms of customer engagement in this specific market context.

Finally, the strong relationship between customer engagement and repurchase intention confirms that fostering engagement is essential for building sustainable business models in social commerce. Practitioners should implement engagement-focused strategies, such as interactive content, community-building features, and personalized communication, to encourage customers to actively participate in the social shopping experience, thereby increasing the likelihood of repeat purchases.

7. Limitations and future research directions

Despite its contributions, this study has several limitations that provide opportunities for future research. First, our cross-sectional design captures relationships at a specific point in time, limiting our ability to observe how these relationships might evolve. Future studies could adopt longitudinal approaches to examine how changes in social commerce attributes affect engagement and repurchase behaviors over extended periods. Second, our use of convenience sampling and focus on Palestine offers important insights into an understudied context but limits the statistical and geographical generalizability of findings. While convenience sampling enabled access to active social commerce users across Palestinian social media platforms and was appropriate for this exploratory investigation, future research should employ probability sampling methods to enhance representativeness. Additionally, our single-country focus potentially limits generalizability to other markets. Future research could adopt comparative approaches examining how social commerce dynamics might differ across the Middle East and North Africa (MENA) countries with varying levels of digital infrastructure, economic development, and cultural orientations.

Third, while our model explains a substantial portion of variance in customer engagement (34.8 %), customer engagement explained only a moderate portion of variance in repurchase intention (19.7 %). Although this falls within Cohen's (1988) established moderate range, we acknowledge that this level of explained variance may be considered modest in marketing and behavioral research contexts, indicating that a significant proportion of the variance (80.3 %) remains unexplained.

Furthermore, our focus on customer engagement as the sole organism variable may explain the modest explained variance in repurchase intention. Previous SOR applications as shown Table 2 in social commerce have employed diverse organism variables including trust constructs (Imanuddin and Handayani, 2025; Yang et al., 2025), emotional states (Y. Liu et al., 2023), cognitive processing variables (Chandraa et al., 2024), and experience-related factors (Hewei and Youngsook, 2022). The inclusion of multiple organism variables in future research, particularly trust-related constructs which previous studies have shown to be crucial mediators in social commerce contexts, may substantially improve the model's explanatory power.

Fourth, our study focused exclusively on seller-level attributes, which limits the comprehensive understanding of all environmental stimuli that shape customer engagement in social commerce contexts. While our investigation of content informativeness, service quality, webpage attractiveness, and traditional word-of-mouth provides valuable insights for individual sellers, customers also interact extensively with platform-level features such as interface design, recommendation algorithms, security systems, and overall platform aesthetics that vary significantly across platforms (Facebook, Instagram, TikTok Shop). The unexpected non-significance of webpage attractiveness may partially reflect this limitation, as consumers may make platform choices based on overall platform design and functionality rather than individual seller page aesthetics within standardized platform interfaces. Future research should adopt multi-level approaches examining both seller-level and platform-level attributes to provide more comprehensive understanding of social commerce engagement drivers.

Fifth, our measurement of social commerce attributes and customer engagement relied on self-reported perceptions, which may be subject to common method bias despite our procedural and statistical remedies. Future research could employ multiple data collection methods to provide more robust evidence. Finally, future research could examine the potential moderating/mediating effects of demographic factors, technological readiness, personal innovativeness, and cultural values on the relationships between social commerce attributes, customer engagement, and repurchase intention. Understanding how these relationships vary across different customer segments could provide more targeted insights for both framework development and practical application.

Ethical consideration

Ethical approval: The protocol, design, and procedure of the study "Social Commerce Attributes, Customer Engagement and Repurchase Intention in Social Commerce Platforms: A Stimulus-Organism-Response Approach" by Fadi Herzallah (Corresponding Author), Amer J. Abosamaha, Salameh Mohammad Salameh and Mahmoud Alhayek were approved by the scientific and ethics committee of the Deanship of Scientific, Palestine Technical University—Kadoorie. Informed consent was obtained from all participants before starting the study.

Ethical statement

This study was conducted in accordance with ethical research principles. All participants provided informed consent, participation was voluntary, responses were collected anonymously, and no sensitive personal information was requested. The study involved minimal risk to participants.

CRedit authorship contribution statement

Mahmoud Alhayek: Writing – review & editing, Resources, Investigation, Formal analysis, Data curation, Conceptualization. **Salameh Mohammad Salameh:** Writing – review & editing, Validation, Resources, Data curation, Conceptualization. **Amer J. Abosamaha:** Writing – review & editing, Validation, Resources, Methodology, Formal

analysis, Conceptualization. **Fadi Herzallah:** Writing – original draft, Supervision, Data curation, Conceptualization.

Declaration of generative AI and AI-assisted technologies in the writing process

Generative AI was used solely to improve language and grammar. The authors reviewed and edited all content as needed and take full responsibility for the content of the publication.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Lampiran 5 Pertanyaan Kuesioner

Bagian 1 dari 9

Pengaruh *Social Commerce* terhadap *Repurchase Intention* di Industri Tekstil Indonesia

Halo! Perkenalkan, saya Gede Danny Pradana Setiawan, mahasiswa Prodi Manajemen, Fakultas Bisnis dan Ekonomika di Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian mengenai perilaku belanja online pada platform *Social Commerce*. Pada kuisisioner ini *Social Commerce* yang dimaksud seperti TikTok, Instagram, Whatsapp, Facebook atau Shopee yang terkhusus pada Produk Tekstil seperti pakaian, kain, dan aksesoris fashion lainnya di Indonesia.

Jika Anda pernah melakukan pembelian produk tekstil/fashion melalui platform media sosial sekali atau lebih, saya mohon kesediaan Anda untuk meluangkan waktu sekitar 5-10 menit guna mengisi kuisisioner ini.

Kriteria Responden:

- Berdomisili di Indonesia.
- Pernah membeli produk tekstil (pakaian/fashion/kain) melalui platform *Social Commerce* (TikTok, Instagram, Whatsapp, Facebook, Shopee).
- Memiliki niat atau pernah melakukan pembelian ulang (*repurchase*) pada toko/platform yang sama.
- Aktif menggunakan media sosial sebagai referensi untuk melakukan pembelian online.
- Gen Z yang tertarik pada produk tekstil.

Petunjuk Pengisian Kuisisioner:

Anda akan diminta untuk memberikan penilaian terhadap sejumlah pernyataan terkait pengalaman Anda berbelanja produk tekstil/fashion di platform *Social Commerce*.

Silakan pilih satu jawaban yang paling menggambarkan persepsi atau perasaan Anda.

Data & Kerahasiaan:

Seluruh data yang terkumpul hanya akan digunakan untuk kepentingan akademis dan dijamin kerahasiaannya sesuai dengan kode etik penelitian. Tidak ada jawaban yang benar atau salah, saya sangat mengharapkan jawaban yang paling sesuai dengan pengalaman pribadi Anda.

Terima kasih atas bantuan dan partisipasi Anda dalam mendukung kelancaran penelitian ini!

Hormat saya,

Gede Danny Pradana Setiawan
Email: dannypradana77@gmail.com

Apakah Anda pernah membeli Produk Tekstil (seperti: pakaian, kain, dan aksesoris fashion lainnya) melalui platform *Social Commerce* (Contoh: TikTok, Instagram, Facebook atau Shopee) dalam 3 bulan terakhir? *

- ☐ Ya
- ☐ Tidak

Profil Responden



Deskripsi (opsional)

Jenis Kelamin: *

- ☐ Laki-Laki
- ☐ Perempuan

Usia Anda saat ini: *
(Misal: 17,18, dst).

Teks jawaban singkat

Pekerjaan Utama Anda: *

- ☐ Pelajar
- ☐ Mahasiswa
- ☐ Karyawan Swasta
- ☐ ASN
- ☐ TNI / Polri
- ☐ Wiraswasta
- ☐ Ibu Rumah Tangga
- ☐ Yang lain: _____

Rata-rata pendapatan per bulan anda: *

- ☐ < Rp 2.000.000
- ☐ Rp 2.000.000 - Rp 3.000.000
- ☐ Rp 3.000.000 - Rp 5.000.000
- ☐ > Rp 5.000.000

Seberapa sering Anda melakukan transaksi pembelian produk tekstil dalam 3 bulan terakhir? *

- ☐ 1 Kali
- ☐ 2 Kali - 5 Kali
- ☐ 5 Kali - 10 Kali
- ☐ > 10 Kali

Jenis Produk Tekstil apa yang biasa atau sering anda beli? *
(Bisa pilih lebih dari 1)

- ☐ Pakaian Jadi (Apparel)
- ☐ Kain Lembaran (Fabric)
- ☐ Aksesoris Fashion (Textil-Based)
- ☐ Tekstil Rumah Tangga (Home Textiles)
- ☐ Tekstil Tradisional & Keagamaan (Modest Wear)
- ☐ Yang lain:

Platform *Social Commerce* apa yang paling sering Anda gunakan untuk membeli produk tekstil? *

☐ Tiktok

☐ Instagram

☐ Whatsapp

☐ Shopee

☐ Facebook

☐ Yang lain:

Seberapa besar uang yang biasa anda keluarkan untuk membeli produk tersebut? *
(Misal: 100000, 200000, dst.)

Teks jawaban singkat

.....

Informativeness

Deskripsi (opsional)

Akun penjual di platform social commerce memberikan informasi yang memadai tentang pengiriman produk kepada pelanggan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Akun penjual di platform social commerce menampilkan informasi kontak yang memadai. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Akun penjual di platform social commerce mengunggah banyak foto produk yang tersedia dengan jelas. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Secara keseluruhan, informasi yang tersedia pada akun penjual di platform social commerce sangat membantu saya dalam mengambil keputusan pembelian. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Service Quality



Deskripsi (opsional)

Akun penjual di platform social commerce merespons pertanyaan pelanggan dengan cepat.*

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Akun penjual di platform social commerce memastikan pelanggan memperoleh informasi yang lengkap tentang detail produk.*

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Akun penjual di platform social commerce memberikan informasi tambahan ketika pelanggan merasa informasi yang diterima belum memadai.*

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Attractiveness



Deskripsi (opsional)

Saya dapat dengan mudah menemukan informasi yang saya butuhkan dari akun penjual di platform social commerce. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Tampilan konten produk (foto/video) pada akun penjual di social commerce tertata rapi dan enak dilihat. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya merasa mudah menelusuri akun penjual di platform social commerce. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Traditional Word-of-Mouth



Deskripsi (opsional)

Sebagian besar pengguna di platform social commerce memberikan pendapat positif tentang * pengalaman mereka berbelanja dari penjual melalui platform tersebut.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Sebagian besar teman yang saya percaya memberikan pendapat positif tentang berbelanja * dari penjual melalui platform social commerce.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Sebagian besar teman saya memberikan pendapat positif tentang kualitas produk yang dijual * oleh penjual melalui platform social commerce.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Customer Engagement



Deskripsi (opsional)

Menggunakan platform social commerce untuk berbelanja itu menyenangkan. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Hal-hal yang berkaitan dengan belanja di platform social commerce menarik perhatian saya. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Platform social commerce memungkinkan saya berbagi informasi dengan orang lain. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya menikmati menghabiskan waktu untuk melihat-lihat produk dan halaman penjual di platform social commerce. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Repurchase Intention



Deskripsi (opsional)

Saya berniat untuk terus membeli produk dari penjual di platform social commerce pada masa mendatang. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya akan merekomendasikan orang lain untuk membeli dari penjual di platform social commerce. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya selalu menantikan informasi tentang produk baru yang ditawarkan penjual di platform social commerce. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya ingin menerima notifikasi dan rekomendasi secara rutin dari penjual di platform social commerce mengenai produk baru. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Setelah bagian 8 Lanjutkan ke bagian berikut

Bagian 9 dari 9

Judul bagian (opsional)



Terima kasih atas partisipasi Anda!

Terima kasih banyak telah meluangkan waktu berharga Anda untuk mengisi kuesioner ini secara lengkap. Saya sangat mengapresiasi bantuan Anda dalam penelitian mengenai pengaruh *Social Commerce* pada Industri Tekstil di Indonesia ini.

Untuk menyelesaikan klik tombol (submit / kirim) dibawah.

Semoga hari Anda menyenangkan!