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Customers' switching intention from Shopee to Tiktok in Jakarta, Indonesia

Cut Azaria Salsabilla Rachmakinanti, Binus Business School, Binus University, Central Jakarta, DKI Jakarta, Indonesia
Lavenia, Binus Business School, Binus University, Central Jakarta, DKI Jakarta, Indonesia
Sylvia Dwihartanti*, Binus Business School, Binus University, Central Jakarta, DKI Jakarta, Indonesia
Jerry S. Justianto, Binus Business School, Binus University, Central Jakarta, DKI Jakarta, Indonesia

*Email for Correspondence: sylviadwihartanti@gmail.com

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ABSTRACT

This study uses a quantitative design and purposive sampling. This study uses a quantitative design and purposive sampling technique to investigate the influence of Push-Pull-Mooring (PPM) factors on customer intentions to switch from Shopee to TikTok, two popular shopping platforms in Indonesia. Variables were measured using a 6-point Likert scale, and data were analyzed using SEM PLS version 4. This study found no significant effect of push, pull, and mooring factors on the intention of Indonesian buyers to switch from Shopee to TikTok. However, the study found a link between switching intentions and actual behavior, suggesting that Indonesian customers' platform switching dynamics differ from other countries. Future research needs to explore other factors that affect the desire to switch and investigate the variables affected by push, pull, and mooring factors. It would also be useful to consider other methods for measuring intention to switch between e-commerce and social commerce and expand the study to include all e-commerce applications in Indonesia or other topics.

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INTRODUCTION

The Coordinating Ministry for Economic Affairs in Indonesia reported that the e-commerce industry received Rp. 108.54 billion during the first quarter of 2022, a 23% increase from last year (Kompas, 2022). According to CNBC Indonesia (2022), Shopee is among Indonesia's most well-known e-commerce sites, with 421 million visitors in the first quarter of 2022. Shopee saw a 64% increase in Q1-2022 compared to the same period last year but a 6.25% decrease from the previous quarter, according to Databoks (2022). Short videos, especially those on TikTok, drive growth in the social commerce sector. A recent report by 5W Public Relations found that 28% of TikTok users have purchased items advertised on the platform. According to GlobeNewswire (2022), the social commerce market will increase by 55% yearly and reach $8,675 million by 2022. In Indonesia, social commerce is predicted to grow at a CAGR of 49% by 2028, reaching $86,750 million annually. As social commerce continues to expand, it may impact customers' behavior by causing them to shift from e-commerce to social commerce. Research by Wiyata et al. (2022) suggests that social commerce will account for 40% of the total e-commerce market by 2020, while Wang and Zhang (2012) note that social commerce is becoming an established practice with a range of business strategies.

Considering these patterns, it is worth contemplating if clients will shift their focus from Shopee, an e-commerce platform, to TikTok, a social commerce application. The push-pull-mooring effect is a metric used in this study to examine customers' desire to switch from electronic commerce to social commerce (Widodo et al., 2019). Previous research has been conducted on customer migration from traditional to electronic commerce, as well as customer intentions to switch from e-commerce to social commerce in Taiwan and Indonesia. This study refines previous research by adding two dimensions to the push effect variable, which was previously limited to only one dimension (Budiman & Manaf, 2020; Li & Ku, 2018).

The research aims to study customers' switching intention from Shopee to Tiktok in Jakarta, Indonesia. Overall, this research provides valuable insights for marketers and policymakers who wish to develop effective customer retention and acquisition strategies in Indonesia's e-commerce and social commerce sectors.

The hypotheses used were:

1) H1. The low efficiency of transactions at Shopee (e-commerce) increases the intention of buyers to switch to the TikTok app (social commerce)
2) H2. Customer dissatisfaction with the Shopee app can increase buyers switching from the app to the TikTok app
3) H3. Social presence increases the tendency of shoppers to switch from the Shopee app to the TikTok app
4) H4. Social support (informational and emotional) can increase the buyer's intention to switch from the Shopee application to the TikTok application
5) H5. Social advantages (such as familiarity and closeness) increase buyers' intention to switch from the Shopee app to the TikTok app
6) H6. Self-presentation in the Tik Tok application increases consumer intention to switch from the Shopee application to the TikTok application
7) H7. Consumers' willingness to conform increases their intention to switch from the Shopee app to the TikTok app
8) H8. Personal experience with online shopping can increase the tendency to switch from the Shopee application to the TikTok application
9) H9. The willingness to switch from Shopee apps to TikTok apps positively predicts the actual behavior of customers
10) H10. The relationship between the intention to switch from Shopee apps to TikTok apps and the push effects, including (a) low transaction efficiency and (b) dissatisfaction, is positively moderated by conformity
11) H11. The relationship between the intention to switch from Shopee apps to TikTok apps and the pull effects, including (a) social presence, (b) social support, (c) social benefit, and (d) self-presentation, which is positively moderated by conformity
12) H12. The relationship between the intention to switch from Shopee apps to TikTok apps and the push effects, including (a) low transaction efficiency and (b) dissatisfaction, is positively moderated by personal experience
13) H13. The relationship between the intention to switch from Shopee apps to TikTok apps and the pull effects, including (a) social presence, (b) social support, (c) social benefit, and (d) self-presentation is negatively moderated by personal experience

METHOD

This study is designed to explore the impact of the Pull-Push-Mooring (PPM) factors on customers' intentions to switch between two widely-used shopping platforms, namely Shopee and Tiktok, in Indonesia. Shopee is a platform that offers logistical and payment support and prides itself on being a secure and user-friendly platform for buyers and sellers. On the other hand, Tiktok has emerged as a social commerce platform where businesses can sell products to TikTok users, leveraging the platform's growing popularity in retail.

This study uses numbers to analyze the data and focuses on a specific group of people chosen by the researcher, called purposive sampling (Etikan et al., 2016). It is a way to carefully select the participants who meet the requirements needed for the study. This type of sampling helps researchers gain a deeper understanding of a particular topic (Creswell, 2014). Today, smartphone users continue to grow, even from all ages. The population used is every smartphone user who is also a social media user, to get it. In general, the population has characteristics with an age range of 18-45 years, residents in an urban area. The use of a good sample is usually 10% of the population, with a note if the population reaches more than 1000. However, if it is below 1000, at least the sample is 30% of the population (Banarjee & Chaudhury, 2010). The sample is in accordance with the number of respondents, 330 people; thus, the minimum population is 3300.

This study investigates customers' intention to switch from e-commerce to social commerce and utilizes the Likert scale to measure variables. As defined by Sekaran and Bougie (2016), the Likert scale is a tool used to assess the level of agreement or disagreement of respondents with the statements in a survey. The Likert scale in this study ranges from 1, indicating "strongly disagree," to 6, indicating "strongly agree." More information on the Likert scale and how it was used can be found in Table 1.

Table 1. Description of Likert Scale

Likert Scale	Description
1	Strongly Disagree
2	Disagree
3	Somewhat Disagree
4	Somewhat Agree

5	Agree
6	Strongly Agree

"Likert Scale with 6 points to be chosen because there are results that exceed the answers in general form (agree & disagree), such as a scale of 2 & 5 is a definite general answer, but there is a gap for people who strongly agree and also the opposite, while there is a scale of 3 & 4 for Doubtful." Even has value Equilibrium is better than odd, which consists of 3 zones and 2 scales per zone. The zone is a very general answer and a zone of doubt.

Furthermore, in Table 2, through the statement column, the Reverse statement indicator is used. "This reverse statement makes the respondent surveyed when reading the statement, his point of view becomes the first person singular, when the reverse statement is used by the first person singular, then unconsciously, when he finishes reading the question, he will immediately think again about the answer that really represents it." Measurements are collected and modified from previous studies to the study context. The following of each indicator has 5 questions each, namely:

Table 2. Variable Indicator & Statement

No	Variable	Definition	Sources
1.	Low efficiency	Inefficient transaction processes contribute to the decline of consumer interest in e-commerce	Li and Ku (2018)
2.	Dissatisfaction	Customer satisfaction is a metric that reflects a customer's trust in the service's capabilities, creates positive emotions, and is an indicator of successful online business-to-consumer (B2C) interactions	Xu et al. (2021)
3.	Conformity	Conformity is an act of adjusting to the group or environment in which they are.	Li and Ku (2018)
4.	Personal experience	Personal experience is anything that can be remembered, experienced, or encountered by an individual.	Li and Ku (2018)
5.	Social presence	Social presence refers to the subjective perception of an individual that they are in the company of another person and have access to their emotions and thoughts.	Li and Ku (2018)
6.	Social support (Informational and emotional support)	In this context, social support is the perception an individual has of being supported, listened to, and assisted by other individuals within their social network	Li and Ku (2018)
7.	Social benefit (Familiarity and closeness)	The concept of social benefits needs to be separated from total social benefits as the latter takes into account all individuals impacted by a creation from the time it was made until the present	Li and Ku (2018)
8.	Self-presentation	Self-presentation in the context of social commerce sites can be described as the act of presenting oneself to others, with the aim of receiving a positive response from other members	Li and Ku (2018)
9.	Switching intention	To switch from one brand to another in the near or long term is what defines a switching intention, which characterizes a buying pattern	Li and Ku (2018)
10.	Actual behavior/Planned Behavior	An individual's behavior is often shaped by their intention to engage in that behavior, which in turn is determined by their attitudes towards the behavior, subjective norms, and perceived behavioral control.	Li and Ku (2018), Icek Ajzen (1985)

It is recommended that the number of samples is at least 10 times the number of questions. So, from the hypothesis development section, which consists of 10 variables that will be answered, there are several statement items that the respondent will answer. Each hypothesis contains 3 - 5 statements according to the existing variant, so that in total, there are approximately 33 statements with a total sample that must be achieved as many as 330 respondents for the minimum requirement.

In this study, researchers use quantitative data with several questions collected by questionnaires. The data will be taken from a questionnaire distributed to the public. The researchers are urged to utilize narrower sampling since the study is restricted to only specific sorts of people who can provide the data they need and those who fulfill or meet the criteria established by the researchers [64]. The respondents' criteria will be:

1) Indonesian citizens from age 18-45 years old

2) Know how to use both the Shopee e-commerce platform and Tiktok social media.
3) The individual conducted a shopping transaction on the Shopee online marketplace and is also an avid user of the popular social media app TikTok.
4) Frequently use the Shopee e-commerce platform and Tiktok social media.

The selection of the age range is aimed at the demographics of social commerce users, with the largest number in Indonesia in general. The use of age starting from 18 years shows maturity to make decisions in using money wisely. Several questions in the questionnaire will be related to switching intention, push effect (trust, customer satisfaction, service convenience, customer experience, self-presentation, low efficiency), pull effect (alternative attractiveness), and mooring effect (product completeness, ease of use, social influence). The questionnaire will be declared valid and acceptable if all respondents fill out all the questions.

The researchers have opted to use PLS-SEM in their study due to its capability to estimate complex models involving numerous constructs and hundreds of indicator variables (Hair Jr et al., 2010). The first reason for choosing PLS-SEM is that the relationship between the variables is significantly different and not close. Secondly, PLS-SEM is a structural model based on the relevant components or variables to the research. Lastly, there are several supporting software for statistical analysis, including SMART-PLS 4 and other versions of PLS-SEM. Additionally, PLS-SEM can analyze the data based on the factors influencing the intention to switch.

The first stage of the PLS-SEM (Partial Least Squares Structural Equation Modeling) validity and reliability test involves a series of steps that ensure the measurement model is valid and reliable (Ghozali & Latan, 2015). These steps include describing the model, testing the validity of each indicator item, assessing construct reliability and validity, testing internal consistency, and assessing unidimensionality through composite reliability indicators and Cronbach's Alpha. The validity test includes both discriminant and convergent validity, with the latter being tested using the AVE (Average Variance Extracted) value and the former being tested using four general tools, including the Fornell-Larcker Criterion, Cross Loading, Heterotrait-Monotrait Ratio of Correlations (HTMT), and Partial Least Square Assumption.

RESULTS AND DISCUSSION

Result

Out of a total of 445 potential respondents, 169 did not meet the criteria that were established earlier. Hence, the valid number of respondents was 276. Among these, 187 respondents participated in the study. The demographic information of the respondents who participated in the study is shown in the table below.

Table 3. Respondent Demographics

Demographics	***Category***	***Frequency***	***Percentage***
Gender	Male	45	16.30%
	Female	231	83.70%
N		**276**	**100%**
Education Level	High School	2	0.72%
	Bachelor’s degree	251	90.94%
	Master’s degree	23	8.33%
N		**276**	**100%**
Duration of using social media in one day	0-3 hours	23	8.33%
	more than 3-6 hours	215	77.90%
	more than 6-9 hours	38	13.77%
N		**276**	**100%**
Social media tools used (can be answered more than one)	Smartphone	266	96.38%
	Desktop/Tablet	10	3.62%
N		276	100%
Frequent shopping in the last two months	4-6 times	167	60.51%
	7 times over	109	39.49%
N		**276**	**100%**
The average amount of money spent in a month	Rp 200.000-Rp 1.000.000	65	23.55%
	Rp 1.000.000-Rp.5000.000	173	62.68%
	Above Rp 5.000.000	38	13.77%
N		**276**	**100%**

Table 1 reveals that only 16.30% of survey respondents were male, with women making up 83.70% of the sample. The highest level of education reported by respondents was a bachelor's degree, which accounted for 90.94% of the participants. The majority of respondents (60.51%) reported using social media for 4-6 hours a day, using their smartphones for online shopping (96.38%), making online purchases between 4-6 times in the past two months, and spending an average amount between Rp. 1,000,000 to Rp. 5,000,000 (62.68%).

The partial least squares (SEM-PLS) approach, a statistical analysis tool, is applied to analyze the study model and determine correlations between variables. Hair et al. (2019) pointed out that the SEM-PLS approach is appropriate when research data are not regularly distributed. The SmartPLS software (Ringle et al., 2015) was used to analyze the model. The analysis involved several tests, including the validity and reliability tests for each variable and hypothesis testing to determine the significance of the relationships between variables. The validity and reliability tests ensure that the measurement scales used in the model are accurate and reliable. Hypothesis testing helps to determine if there are significant relationships between the variables, which can help to support or refute the research hypotheses. Overall, using SEM-PLS and SmartPLS allowed for a comprehensive analysis of the research model, providing insight into the relationships between variables and their significance.

To prepare the data for analysis, the variable representing the push effect, which is low efficiency, was transformed into a positive statement behind the scale, as recommended by Kock (2015). The survey data was collected using bootstrapping with 5000 subsamples, as suggested by Hair et al. (2019), to evaluate the significance of the PLS path model. The first step in analyzing the data was to evaluate the measurement model, which involved performing validity tests on each question item with a factor loading above 0.5. The results, which are presented in the table, showed that all questions passed the validity test. The Cronbach Alpha value and the composite reliability (CR) method were used to measure reliability, as recommended by Fornell and Larcker (1981). The convergent validity test was performed using the average variance extracted (AVE) method, with values over 0.5. According to Hair et al. (2019), variables are considered reliable if they have a composite reliability value over 0.7 and a Cronbach Alpha value beyond 0.6. These tests ensure that the measurement scales used in the analysis are accurate and reliable, and the data would lead to meaningful conclusions about the relationships between variables in the PLS path model. The table below includes all the variables used.

Table 4. Result Indicator, Loading Factor, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted

Indicator	***Questions***	***Loading Factor***	***Cronbach's Alpha***	***Composite Reliability***	***AVE***
First Order Construct					
Actual Behavior Subscales			0.869	0.938	0.883
1. AB1	Daily use of TikTok	0.930			
2. AB2	TikTok is more used than Shopee	0.949			
Conformity Subscales					
1.C1	majority opinion is more followed.	0.647			
2. C2	hope that others will think well of their own actions.	0.877	0.707	0.822	0.546
3. C3	hope that others think well of self-behavior.	0.852			
4. C4	try to imitate others when unsure of one's own actions	0.521			
Dissatisfaction Subscales					
1. D1	Products from Shopee don't make you complacent.	0.831			
2. D2	Shopee, even though it has the speed and depth of response is still not satisfactory.	0.806	0.812	0.865	0.618
3. D3	although Shopee refunded and protected financial issues, it was still not satisfactory	0.844			

4. D4	Shopee's level of personal privacy protection is not satisfactory	0.650			
Low Efficiency Subscales					
1. LE1	there is efficiency in processing transactions at Shopee	0.789	0.777	0.868	0.687
2. LE2	there is speed in functioning on Shopee.	0.853			
3. LE3	a customized application has been provided by Shopee	0.843			
Personal Experience Subscales					
1. PE1	doing online shopping in the last three years.	0.682	0.592	0.786	0.805
2. PE2	has rarely made any changes to the way online shopping is done in the last three years.	0.576			
3. PE3	know everything about online shopping store	0.989			
Self-Presentation Subscales					
1. S-P1	update profile	0.793	0.898	0.92	0.656
2. S-P2	express opinions through the publication of posts or videos	0.750			
3. S-P3	share personal information	0.833			
4. S-P4	share personal living conditions	0.820			
5. S-P5	tell a personal story	0.831			
6. S-P6	presenting personal information in profiles	0.829			
Social Benefits Subscales					
1. SB1	establish intimacy with friends through the exchange of messages	0.839	0.916	0.934	0.669
2. SB2	familiar with friends through sharing information	0.858			
3. SB3	feel more familiar than other users	0.860			
4. SB4	feel close to other users	0.872			
5. SB5	feel intimacy with other users	0.867			
6. SB6	considers product recommendations of friends as a very important part of shopping	0.742			
7. SB7	considers a friend's product review to be a very important part of shopping	0.665			
Social Presence Subscales					
1. SP1	feel interactions with other customers are personal	0.646	0.818	0.881	0.653
2. SP2	feel Interaction with other customers feels warm	0.860			
3. SP3	feel that interactions with other customers are more humane	0.841			
4. SP4	feel that interactions with other customers are more social in nature	0.864			
Social Support Subscales					
1. SS1	feel that the information provided by friends on Tik Tok can help solve problems	0.773	0.928	0.939	0.634
2. SS2	some people offer helpful advice when needed	0.852			
3. SS3	feel that friends on Tik Tok can find the cause of problems when facing difficulties.	0.866			

4. SS4	some people on TikTok give advice when faced with difficulties.	0.883			
5. SS5	feel that friends on TikTok are there for them when times get tough	0.786			
6. SS6	feel yourself entertained with friends on TikTok	0.624			
7. SS7	some friends on Tik Tok give encouragement when facing life's difficulties.	0.792			
8. SS8	some friends on Tik Tok expressed an interest in self-well-being when facing life's difficulties.	0.806			
9. SS9	feel that the information provided by friends on Tik Tok can help solve problems	0.754			
Switching Intention Subscales					
1. SI1	feel that friends on TikTok are more concerned with their well-being	0.864			
2. SI2	big interest will be switching from Shopee to Toko TikTok in the next 2 months	0.923	0.878	0.925	0.804
3. SI3	will be switching from Shopee to TikTok Store soon in the next 2 months	0.903			

A discriminant validity test was conducted to ensure the variables' accuracy. The test is deemed valid if the square root of the average variance extracted is greater than the correlation with other variables. The test results revealed that all variables were valid, and the findings are presented in the table below. This test helps ensure that the variables used in the analysis are distinct and not simply measuring the same thing, thereby enhancing the reliability of the results.

Table 5. Discriminant Validity

	Actual Behavior	Conformity	Dissatisfaction	Low Efficiency	Personal Experience	Self-Presentation	Social Benefits	Social Presence	Social Support	Switching Intention
Actual Behavior	0.940									
Conformity	0.252	0.739								
Dissatisfaction	0.023	0.044	0.786							
Low Efficiency	0.055	0.200	-0.18	0.829						
Personal Experience	0.138	0.195	0.278	0.099	0.769					
Self-Presentation	0.356	0.250	0.203	0.143	0.265	0.810				
Social Benefits	0.421	0.321	0.180	0.147	0.199	0.666	0.818			
Social Presence	0.356	0.282	0.068	0.249	0.112	0.412	0.512	0.808		
Social Support	0.326	0.386	0.052	0.224	0.169	0.510	0.666	0.652	0.796	
Switching Intention	0.325	0.324	0.063	0.173	0.149	0.431	0.576	0.624	0.927	0.897

The discriminant validity test has validated the study, which shows that the square root of the average variance extracted (AVE) for each variable has a greater value compared to the correlation with other variables. Hypothesis testing has been carried out without taking into account the moderating factors of the suitability variable and personal experience. For a hypothesis to be accepted, it must have a p-value less than 0.050 and t-statistics greater than 1.96. The findings of the hypothesis testing are displayed and explained in the table and chart below.

Table 6. Direct Effect Hypotheses

Hypotheses	*Coefficient*	*T Statistics*	*P Values*
Social Presence -> Switching Intention (H3)	0.059	2.009	0.045
Social Support -> Switching Intention (H4)	0.963	28.144	0.000
Switching Intention -> Actual Behavior (H9)	0.325	5.827	0.000

According to the analysis conducted using SmartPLS, the R2 value for switching intention is 0.868, indicating that this variable explains a significant proportion of the variance in the data. On the other hand, the R2 value for actual behavior is only 0.106, suggesting that this variable is less strongly related to the other variables in the analysis. Hypothesis 9 is supported by the hypothesis testing results, which indicate a significant and positive correlation between actual behavior and switching intention. Additionally, the analysis supports hypotheses 3 and 4, which suggest that social presence and social support are positively and significantly related to switching intention. Therefore, all three hypotheses are accepted based on the findings of the SmartPLS analysis. However, the push effects variables, such as low efficiency and dissatisfaction, do not affect the switching intention, resulting in the rejection of h1 and h2. The variables related to the pull effect, namely social benefits and self-presentation, had no impact on the switching intention based on the analysis. Therefore, hypotheses 5 and 6, which suggest that these variables are positively related to switching intention, were not supported by the data and were rejected. Finally, the effect of mooring, represented by conformity and personal experience, does not impact the switching intention, resulting in the rejection of h7 and h8.

The study's final phase involved analyzing the relationship between conformity and personal experience variables and their impact on switching intention to investigate the effect of moderation. To carry out this analysis, SmartPLS employed a technique known as the product indicator calculation. Table 7 summarizes the analyses' findings of the test outcomes.

Table 7. Moderation Correlation Hypotheses

Hypotheses	*Moderation Correlation*	*Coefficient*	*T Statistics*	*P Values*
H10	Conformity - Law Efficiency -> Switching Intention	-0.013	0.376	0.707
	Conformity – Dissatisfaction -> Switching Intention	-0.054	1.381	0.168
	Conformity – Self Presentation -> Switching Intention	0.058	1.756	0.080
	Conformity – Social Support -> Switching Intention	-0.060	1.379	0.169
H11	Conformity – Social Benefit -> Switching Intention	-0.031	0.499	0.618
H12	Conformity – Self-Presentation -> Switching Intention	-0.017	0.322	0.748
	Personal Experience - Law Efficiency -> Switching	-0.036	0.841	0.401
	Personal Experience – Dissatisfaction -> Switching Intention	0.037	1.044	0.297
	Personal Experience – Self Presentation -> Switching Intention	-0.017	0.491	0.623
H13	Personal Experience – Social Support -> Switching Intention	0.023	0.532	0.595
	Personal Experience – Social Benefit -> Switching Intention	0.019	0.388	0.698
	Personal Experience – Self-Presentation -> Switching Intention	0.015	0.389	0.697

The study's table indicates that the correlation between the push and pull effects and the intention to switch from Shopee apps to TikTok apps remains unchanged by the moderation of the conformity variable. As a result, the data did not support hypotheses 10 and 11, which suggest that conformity moderates these relationships, and both hypotheses were rejected. Similarly, the analysis found that the moderation of personal experience variables did not impact the correlation between the push and pull effects and the intention to switch from Shopee apps to TikTok apps. Therefore, hypotheses 12 and 13, which propose that personal experience moderates these relationships, were not supported by the analysis and were rejected.

Discussion

The results of the study found significant evidence regarding the PPM framework and its application to the decision-making process of switching from the Shopee application to the TikTok application. The main objective of this research is to investigate if the PPM variables previously examined by Li & Ku (2018) have a comparable impact on Indonesian consumers' intentions to transition from using the Shopee application to TikTok.

According to the analysis, there is a significant influence between how much a person feels supported by their social network and their tendency to present themselves in a certain way when considering switching to the Tik Tok app. This result is consistent with an earlier study by Li and Ku in 2018.

The research findings revealed that several hypotheses, including those related to the pushing effect (H1-H2), the pulling effect (H5-H6), the mooring effect, and their moderation (H10-H13), were rejected. This implies that the PPM model factors (push effect, pull effect, and mooring effect) are insufficient to explain the reasons for switching from e-commerce to social commerce. This result contrasts with the Li & Ku (2018) study, which accepts all research hypotheses and supports the notion that factors such as social influence, self-presentation, and product attractiveness can explain the drive to switch from e-commerce to social commerce. A more comprehensive model considering a wider range of factors is needed to understand a customer's decision to switch. The literature suggests various factors, including low service quality, price problems, low satisfaction, low trust, information-seeking behavior, dissatisfaction, peer influence, alternative attractiveness, perceived mobile store quality, switching costs, social norms, M-shopping self-efficacy, and others, which can be used for further research.

After evaluating the dependability and credibility of each variable, the investigation concluded that respondents from Indonesia experienced the PPM effect, but these factors did not significantly affect the desire to switch platforms when shopping online. So, these factors may still be relevant in shaping their shopping experience but do not necessarily determine the choice of platform for respondents. These results imply that online retailers may need to focus more on enhancing their customers' shopping experience and convenience rather than just offering a particular platform to compete with other online retailers.

Li and Ku (2018) investigated the factors that influence the transition of e-commerce users to social commerce using a push-pull-mooring framework. Their study yielded positive results for all research hypotheses. However, the findings of this study show that these variables have no impact on the respondents from Indonesian respondents switching between online shopping platforms. Nayyar and Gupta's study (2011) also supports the notion that demographic variables can influence consumer behavior in e-commerce. The findings show that the media or platform used is not important for respondents who shop online but rather how these factors influence their shopping attitudes and convenience.

The cross-sectional data used in the study by Li and Ku (2018) found that 78% of Indonesian respondents accessed smartphones for shopping, spent between 4-6 hours surfing social media, had a bachelor's degree, and spent under Rp. 1,000,000 on online shopping. These findings are important for online product sellers to consider, as they suggest that all dimensions of PPM factors are significant to this target segment. Verhoef et al. (2015) and Rigby (2011) suggest that to effectively engage with their customers, product sellers can adopt an omnichannel approach that prioritizes providing a positive customer experience. Based on the study's findings, it may be beneficial for product sellers to adopt an omnichannel strategy to reach their customers and enhance their shopping experience. An omnichannel strategy would involve integrating multiple channels of communication and sales, such as social media, websites, and physical stores, to provide a seamless and consistent shopping experience across all touchpoints. This approach can help product sellers effectively reach their target segment of online shoppers who are highly active on social media and use mobile devices for shopping. Moreover, providing a good customer experience, such as offering personalized recommendations, fast delivery, and secure payment options, can help to build trust and loyalty with customers. Therefore, online product sellers may consider investing in technologies and strategies that enhance the shopping experience across all channels to attract and retain customers.

CONCLUSION

This study found that push, pull and mooring factors had no impact on the tendency of Indonesian consumers to switch from the Shopee application to the TikTok application. However, the study found a significant association between switching intentions and actual action, indicating that Indonesian consumers are influenced by different causes than customers in other nations. Future research needs to identify other factors influencing the desire to switch shopping platforms. In addition, it is necessary to expand the study to include applications other than Shopee and Tik Tok in Indonesia so that it will be more useful.

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