SOCIAL MEDIA'S IMPACT ON CARDIGAN SHOPPING: TRUST, CONNECTION, AND QUALITY MATTER

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ABSTRAK

Studi ini menyelidiki pengaruh interaksi media sosial pada perilaku konsumen dalam konteks belanja cardigan, dengan fokus pada manajemen hubungan pelanggan, niat pembelian, dan keterlibatan merek. Studi ini menggunakan pendekatan kuantitatif, data dikumpulkan dari pengguna Instagram aktif di Jawa Barat (usia 18-25 tahun) yang akrab dengan merek Sweater Vest 'Cardigan'. Dengan sampel khusus 220 responden dan kuesioner skala Likert, analisis dilakukan menggunakan metode Struktural Equation Modelling (PLS-SEM) karena model kompleks dan sampel terbatas. Hasil penelitian menunjukkan bahwa, interaksi media sosial signifikan mempengaruhi sumber kredibilitas, sumber homophilia, dan kualitas konten, berdampak pada niat pembelian dan keterlibatan perilaku. Studi ini memberikan kontribusi pada pemahaman peran media sosial dalam membentuk perilaku konsumen, dengan implikasi untuk bisnis meningkatkan kemampuan jaringan, kredibilitas pemasaran, dan manajemen hubungan pelanggan di industri belanja cardigan. Penelitian ini juga menekankan pentingnya fokus perusahaan pada kualitas konten dan dampaknya pada keterlibatan perilaku untuk menciptakan nilai, menambahkan wawasan berharga ke literatur yang ada.

Kata kunci: social media interaction, source credibility, homophily sources, content quality, purchase intent.

ABSTRACT

This study aims to analyze the effect of social media interaction on cardigan purchase behavior, with a specific focus on customer relationship management, purchasing intentions, and brand engagement. The study employs a quantitative methodology, gathering data from Instagram users aged 18 to 25 in the West Java Region who are acquainted with the Sweater Vest 'Cardigan' brand. The review employs a purposive sample of 220 respondents and uses the Likert scale survey. The investigation used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which was specifically chosen due to the complex models and few samples. The findings reveal that virtual entertainment collaboration significantly influences sources of credibility, sources of homophily, and content quality, ultimately impacting purchase intention and behavioral engagement. This study enhances understanding the role of online entertainment in shaping consumer behavior. It also provides recommendations for companies to advance their networking capabilities, marketing credibility, and customer relationship management in cardigan shopping industry. Moreover, this study emphasizes the need for enterprises to prioritize the content quality and its impact on behavioral engagement to create value and contribute valuable insights to the existing literature.

Key words: social media interaction, source credibility, homophily sources, content quality, purchase intent.

INTRODUCTION

In the digital age, social media has emerged as a significant mode of communication. As of October 2022, the global number of users reached 190 million, representing 4.2% of the world's population and 59.3% of all internet users (Khan et al., 2022). Data suggests that Indonesians frequently engage with social media as an integral part of their daily routines. Online platforms exert a considerable influence on customer interaction management, organizational planning capa-

bilities, enhanced customer loyalty, and opportunities for collaboration (Florin Sabin et al., 2019; Junic and Hwanho, 2019; Mehdi and Elahe, 2021). Studies further indicate that social media marketing can stimulate purchase intentions, strengthen positive associations between products and consumers, and enhance marketing credibility in an era where skepticism toward traditional advertising is on the rise.

Recent data indicates that a portion of internet users utilize social media to check brands and seek product information (Sereikhuoch, 2022). Social media facilitates interaction between individuals and brands, allowing users to share experiences that others can view, process, and respond to (Onofrei et al., 2021). When making decisions, users may also consider perceived homophily when interacting on social media. In this study, the researchers selected the source homophilic variable as a component of innovation or novelty. Homophily refers to the degree of similarity between individuals interacting based on certain attributes (Nguyen and Huong, 2021), such as age, gender, educational background, or lifestyle. It is also defined as "the similarity between two individuals in terms of values, likes, dislikes, and experiences" (Hendrayati and Pamungkas, 2020). For instance, in the context of vloggers, researchers have found that followers who perceive vloggers as sharing similar attitudes and values tend to feel more connected and emotionally attached (Riadh et al., 2020).

Here is a revised version with an enhanced academic tone:

Advertisers utilize social media to shape consumer purchasing intentions through electronic word-of-mouth (eWOM). Consumer perceptions of products, influenced by external stimuli, play a critical role in forming purchase intentions. eWOM facilitates the influence of peers and influencers, with content quality being a key factor. Social media interactions can moderate the impact of eWOM on purchasing behavior (Sokolova and Kefi, 2020). Online word-of-mouth beha-

viors, such as blogging, web posts, and social media interactions, contribute to consumer-driven marketing communications, as opposed to those motivated by corporations (Tafesse and Wien, 2018). Prior studies have examined the effects of social media interactions on purchasing intentions and behavioral engagement. Research on the influence of social media, including factors like source credibility, source homophily, and content quality, shows that social media engagements are positively and significantly associated with purchasing intentions and social involvement through source homophily (Onofrei et al., 2021). Additionally, Mazzini and Muhammad Iskandar (2021) explored the impact of perceived trust, attractiveness, and similarity in user generated content (UGC) on purchasing intentions, concluding that the credibility of perceived sources indirectly influences purchasing intentions and eWOM via attitudes toward UGC. Similarly, Giada and Donata Tania (2022) investigated fashion bloggers and found that the trustworthiness of perceived sources facilitates easier persuasion of consumers.

Previous studies have examined the impact of social media interactions on purchasing intentions and social inclusion, yielding positive and significant results. However, source credibility, source homophily, and content quality are not necessarily influenced by social media interactions (Alexander P et al., 2020; Chen and Shupei, 2019; Kesmat et al., 2023; Onofrei et al., 2022; Zhu et al., 2020). Customer-to-customer (C2C) interactions on social media are influenced by factors such as source credibility, source homophily, and content quality (Onofrei et al., 2022). When consumers engage with friends' travel content on platforms like Instagram and Facebook, they tend to establish trusted relationships with similar sources, fostering a desire to purchase similar goods or services and enhancing social connections. These findings form the foundation for future research.

This study seeks to investigate the complex relationship between social media interactions and consumer behavior in the context of cardigan shopping. Specifically, it examines the interactions between customer relationship management, purchase intention, and brand engagement within this context. Additionally, it aims to analyze the impact of social media on factors such as source credibility, source similarity, and information quality, and to determine how these factors influence purchase intention and engagement levels. Furthermore, the study explores the role of content quality in enhancing consumer engagement and promoting value generation in the cardigan retail industry.

This research enhances our understanding of the multifaceted role social media plays in shaping consumer behavior, with a specific focus on the cardigan shopping industry. By illuminating the complexities of this relationship, it provides valuable insights for businesses aiming to refine their marketing strategies in the digital era. Furthermore, the study highlights the critical role social media interactions play in strengthening source credibility, fostering source homophily, and improving content quality. These factors, in turn, significantly influence purchase intentions and behavioral engagement, contributing to the literature on the impact of social media on consumer behavior. Additionally, the research underscores the importance of prioritizing content quality as a key driver of consumer engagement and value creation within the cardigan shopping industry. By emphasizing this aspect, the study not only offers fresh insights to the existing scholarly discourse but also provides actionable implications for businesses in this sector.

LITERATURE REVIEW
Social Media Interaction

Social media platforms have evolved into mediums where individuals can access information and express their ideas through various formats such as photographs, videos, and text (Arta and Yasa, 2019). According to Hall, social media interactions can be categorized into two types: concentrated social interactions, which include activities such as chatting, commenting, and tagging photographs, and routine impersonal inter-actions, such as reposting and sending birthday greetings (Shibuya et al., 2022). Kerem et al. (2018) suggest that sharing user opinions, comments, and reviews on social networks can have several positive effects. These include increasing social contact and engagement, encouraging others to participate in activities they enjoy, and enhancing the dissemination of content.

Source Credibility

According to Sangwon et al. (2020), the term "source credibility" refers to the positive attributes of a communicator that influence how the recipient perceives the message. Similar studies have also shown that a credible source facilitates greater influence over others (Alisha and K, 2021).

Homophily Sources

According to Yi et al. (2022), homophily in social media behavior can enhance a person's proximity to acquaintances who share similar content at the same frequency, regardless of differences in perspectives on particular subjects. Julien and Guillaume (2023) similarly note that homophily in social media behavior strengthens connections with individuals who post content at a similar frequency, without considering differing views on specific topics. Attitudes, backgrounds, values, and appearances are key components in marketing influencer research related to homophily (Riadh et al., 2020). Social network users tend to engage more with individuals who share similar experiences, values, and preferences. Onofrei et al. (2021) also assert that consumers are more likely to receive information from sources they perceive as comparable to themselves

Content Quality

Content quality in social media encompasses the accuracy, completeness, relevance, and timeliness of information (Jamie et al., 2018). User perception of content is crucial to maintaining its quality (Mohammad et al., 2020). Eric M. et al. (2021) identify seven pillars of quality content: relevance, credibility, diversity, usefulness, attractiveness, timeliness, and impartiality. This study focuses on four dimensions of content information quality (Seyed Pouyan et al., 2018), specifically relevance, credibility, depth, scope of information, and factual accuracy.

Purchase Intent

Purchase intent refers to the likelihood that consumers will buy and recommend a product (Ramazan et al., 2021). Similarly, Emi (2021) explains that it encompasses future purchasing plans and behaviors. Li and Fengxia (2021) define transaction intention as the desire to engage in an online exchange. In this study, the Theory of Reasoned Action highlights the impact of trust and risk on transaction intentions with the seller, suggesting that beliefs about others' behaviors influence the intention to engage in a transaction.

Behavioral Engagement

Active participation in activities or tasks, known as social media behavioral involvement, is defined by Rebecca et al. (2019) as customer actions that extend beyond purchasing and are motivated by incentives. Hollebeek et al. (2019) describe behavioral engagement as the process in which customers invest their motivation, willpower, and resources to interact with a brand. Onofrei et al. (2022) further define digital behavioral involvement as the active engagement of consumers with a brand through social media interactions, requiring effort, energy, and time. Customer engagement is regarded as a crucial metric in managing digital customer relationships and is a source of competitive advantage, rooted in mutual value creation and the Service-Dominant Logic (SDL).

Hypothesis Development
Influence of social media interactions on perceived sources' credibility.

Online interactions allow consumers to access product information through shared experiences, highlighting strengths and weaknesses within their networks by viewing posts about personal consumer experiences (Onofrei et al., 2022). In the context of social media, the theory of source credibility, which includes factors such as attractiveness, physical appearance, familiarity, and the influence of the source, is applied to understand communication (Payal S. et al., 2020). Social media interactions enhance the relationship and credibility of the source (Onofrei et al., 2022). These findings are supported by research on the role of electronic word-of-mouth (eWOM) in consumer judgment on websites, which underscores the importance of link strength, homophily, and source credibility (Soyeon et al., 2018). Overall, there is a significant connection between social media interactions and source credibility. Payal S. et al. (2020) also demonstrate a strong link between the credibility of sources on social media. However, Alexander P et al. (2020) finds no correlation between influencer interactions and source credibility. Previous research suggested that influencer interactions were considered credible in supporting brands. Consumers tend to trust information from individuals with a high level of expertise, as they are perceived to be more reliable.

H_1: The higher the social media interaction is perceived, the higher the credibility of the source.

The impact of social media interaction on the perception of hemophilia sources.

Web-based social media interactions encompass activities such as liking, chatting, tagging, and sharing information (Shibuya et al., 2022). Homophily occurs when individuals share similar attitudes, appearances,

and backgrounds during communication (Ertug et al., 2022). Research indicates that homophily influences how consumers interact and share experiences on social media. This finding suggests that social media interaction positively affects the homophily of sources (Onofrei et al., 2022). Another study proposes that individuals are more likely to connect with and share information with audiences who share personal similarities in social networks (Eun Mee and Jennifer, 2020). Further research shows that electronic word-of-mouth (eWOM) activity, whether positive or negative, with homophilous sources can alter consumer attitudes (Sasithorn et al., 2020). Shared preferences and experiences lead consumers to perceive information from homophilous sources as safe and credible.

H_2: The higher the web-based entertainment collaboration, the higher the view of a homophile source.

Impact of Social Media Interactions on Content Quality.

Content plays a central role in communication (Eric M. et al., 2021). Research on social media in healthcare found that positive interactions enhance content quality (Edin et al., 2021). Social media interactions increase generativity by facilitating information sharing, commenting on posts, asking questions, and exploring a variety of topics. Mona Jami et al. (2021) highlight the importance of fostering quality social interactions to improve information sharing, decision-making, and purchase intent. Alexa K. et al. (2019) found that the use of graphic language in headlines affects content quality, further supporting the claim that positive social media interactions enhance content quality. Supporting customer communication via social media enhances the perception of content as valuable, timely, relevant, and inspiring, ultimately improving consumer evaluation of information.

H_3: Social media interaction has a positive and significant relationship with the quality of content.

Impact of Source Believability on Buy Aims.

The credibility of a source, including its attractiveness, trustworthiness, and expertise, influences consumer attitudes and behaviors, such as purchasing intentions (Jason et al., 2020). Social media influencers play a significant role in shaping consumer purchasing intentions. Jason et al. (2020) affirm that attractiveness, trust, and source credibility impact consumer intention to buy. Mazzini and Muhammad Iskandar (2021) demonstrate that trust, attraction, and similarity positively influence individual trust, which, in turn, drives purchasing intent. According to Mazzarolo et al. (2021), brand endorsements on Instagram by regular user accounts foster strong interactions, enhancing consumer purchasing confidence and intent. However, Onofrei et al. (2022) found a negative correlation between source credibility and purchasing intention, as well as the mediating effect of social media interactions on purchase goals. The study emphasizes individuals' focus on assessing the quality of information rather than its source. Before making a purchase, consumers may seek additional information from other sources. This finding aligns with previous research by Giada and Donata Tania (2022), which suggests that credibility strengthens relationships with informative sources but does not directly influence purchasing behavior.

H_4: The validity of the source has a positive relationship with the expectation of procurement.

Impact of Source Credibility on Behavioral Engagement

Source credibility refers to the degree to which a source is perceived as knowledgeable and trustworthy in providing an unbiased evaluation of a brand (Onofrei et al., 2022). Advanced social engagement refers to an individual's effort to interact with a brand on social media (Onofrei et al., 2022). Giada and Donata Tania (2022) demonstrate that credibility can transform unfamiliar in-

dividuals into trusted authorities, thereby increasing engagement. While the adoption of reviews can enhance credibility and influence consumer behavior (Shaheen et al., 2020), the credibility of sources did not significantly impact behavioral engagement. This is due to the abundance of information sources on social media and consumers' ability to communicate directly with companies without relying on third-party sources (Raed et al., 2020).

H$_5$: Source validity has a positive relationship with social contribution.

The Influence of Source Homophilia on Purchasing Intentions

Source homophily, which reflects similarities in beliefs, values, education, and social status, is described by Khanam et al. (2023). The buying intention, which refers to a consumer's desire to purchase a specific product, is considered a preliminary step before actual purchasing behavior (Chen and Shupei, 2019). Similar sources of information significantly influence purchasing intentions, as they align with consumer interests and preferences. Several researchers (Arta and Yasa, 2019; Onofrei et al., 2022; Zhu et al., 2020) confirm that homophilous sources on social media positively impact purchasing intentions. Consumer similarities in views, values, and lifestyles make homophilous sources more persuasive through repeated interaction. However, Chen and Shupei (2019) present different findings, showing a negative relationship between homophily and similarity with purchase intent.

H$_6$: Source homophily has a positive relationship with purchase intent.

The Influence of Source Homophilia on Behavioral Engagement.

The perception of homophily refers to the collective recognition of shared similarities among social groups (Kofi et al., 2023). It suggests that individuals within these groups are inclined to interact with others who possess similar traits and value information and experiences shared by those

with perceived similarities. Studies by Giada and Donata Tania (2022) and Osei-Frimpong et al. (2019) support this finding, indicating that individuals' perceptions of source homophily influence their level of engagement on social media. Specifically, a favorable perception of homophily leads to increased participation. As more consumers show interest in content that aligns with their values and interests, such as skincare products, homophily becomes a significant predictor of behavioral engagement (Onofrei et al., 2022).

H$_7$: Source homophily has a positive relationship with behavioral involvement.

Effect of Content Quality on Buy Goals.

he quality of content is evaluated based on its accuracy, relevance, satisfaction, and usefulness in online entertainment, with the objective of increasing purchases (Dabbous and Barakat, 2020; Eric M. et al., 2021). Purchasing intention refers to a buyer's commitment to acquire a specific item (Atika, Kusumawati and Iqbal, 2019). According to the Information Adoption Model (IAM), content quality plays a crucial role in how consumers assess the utility of information (Adejare Yusuff et al., 2019). The study by Onofrei et al. (2022) reveals that the primary factor influencing purchase intention is the quality of content, specifically the attracttiveness of audio-visual material on social media. Dabbous and Barakat (2020) found similar results, showing a positive correlation between customer satisfaction and purchase intention, influenced by brand awareness. A study by Chia and Ya (2018) discovered that the characteristics of information have a significant impact on customer satisfaction, which in turn affects purchase intentions. Mazzarolo et al. (2021) also demonstrated that user satisfaction with social media content can encourage engagement with other accounts, potentially influencing the purchase intentions of related products. However, research by Zhu et al. (2020) showed contrasting results, indicating that the quality of information was not significantly related to purchase

intentions, suggesting the need for further research on these variables.

H$_8$: The intention to buy is positively correlated with content quality

Impact of Content Quality on Behavioral Engagement.

The importance of high-quality content in enhancing customer engagement through social media content sharing was emphasized by McClure and Seock (2020). Consumer engagement, defined as active participation beyond mere transactions, is driven by factors such as evaluations and suggestions (Xiaojun et al., 2020). Hedonic motivations play a significant role in driving consumer involvement, according to research (Dabbous and Barakat, 2020). Engagement is heightened by content that is both satisfying and encourages active participation. These findings are consistent with other studies (McClure and Seock, 2020; Xiaojun et al., 2020), which demonstrated a positive influence of content quality on consumer involvement and sentiment. However, a recent study by Kesmat et al. (2023) found that material quality did not have a significant impact on behavioral involvement or the intent to create value. As research has focused more on the informational aspect rather than material quality, Onofrei et al. (2022) also found that consumers were less likely to actively engage by liking, commenting, or sharing informative posts.

H$_9$: Content quality has a positive relationship with behavioral involvement.

Research Model Framework

This study examines how social media interactions impact consumer behavior in cardigan shopping. Key variables include social media interaction, source credibility, homophily, content quality, purchase intention, and behavioral engagement. Social media interactions influence source credibility, homophily, and content quality, which then affect purchase intention and engagement. The model, tested using PLS-SEM, shows that source credibility and homophily mediate the effect of social media on consumer behavior, providing insights into the role of social media in shaping purchasing decisions (Figure 1).
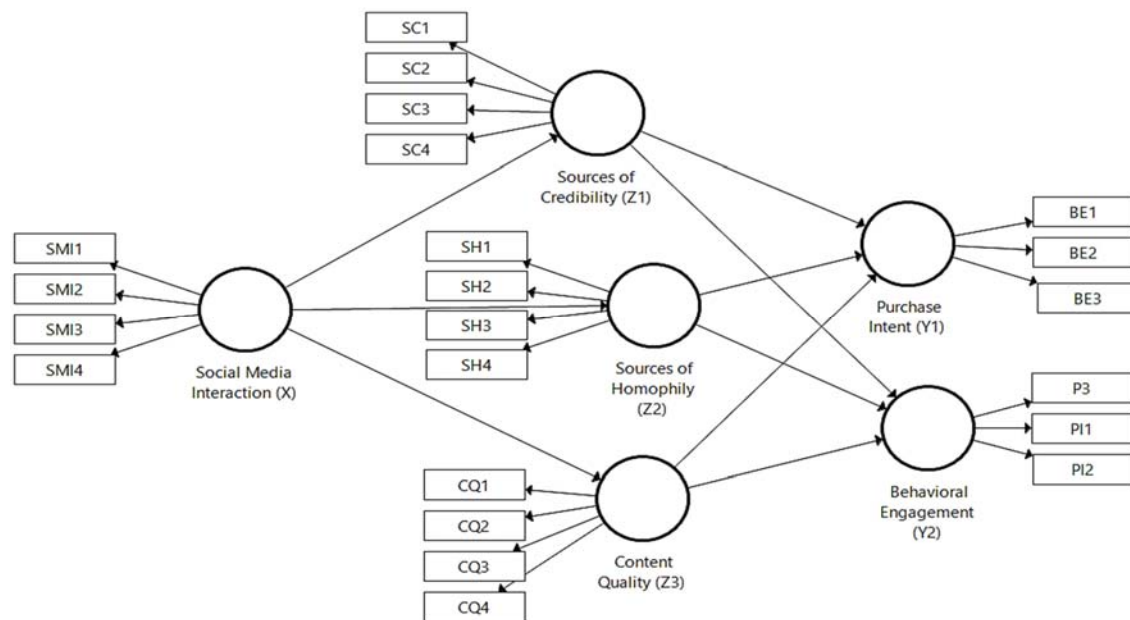

Figure 1
Research Model Framework

Source: Processed Data, 2024.

RESEARCH METHOD

This study adopts a quantitative methodology to investigate the correlation between variables and validate objective concepts. Data were collected using instruments, and the numerical data were analyzed through statistical methods to examine the influence of independent variables on dependent variables. The population refers to the entire set of individuals who share similar characteristics. The survey targeted individuals aged 18 to 25 from the West Java region who are active Instagram users and familiar with the Sweater Vest "Cardigan" brand. A purposive sampling method was employed, focusing on active Instagram users in West Java within the specified age range, familiar with the brand. A sample of 220 responses was obtained from the population using Google Forms. The study employed a Likert scale questionnaire, which was tested and designed for respondent feedback (Ivanov et al., 2018). The analysis utilized the Structural Equation Modeling (SEM) approach, combining factor analysis and simultaneous equation modeling. PLS-SEM, specifically Partial Least Squares, was used to analyze the model structure and test the hypotheses (Hair et al, 2017). SmartPLS software was employed due to the complexity of the models and the limited sample size.

The analysis utilizes the Structural Equation Modeling (SEM) method, which combines factor analysis and simultaneous equation modeling. PLS-SEM, specifically Partial Least Squares, is used to analyze the model structure and test the hypotheses. Social media interaction (X) is defined as the exchange of information between users through likes or comments. The study employs a Likert scale with four items, based on previous research by Rizki and Nindyta (2017). Source credibility (Z1) refers to the extent to which the recipient of information perceives the source as trustworthy and knowledgeable. This study focuses on four elements, with references to research conducted by Arta and Yasa (2019) and Vi and Huong (2017). Source homophily, also referred to as Z2, relates to the level of perceived similarity between two communicators, and it is a significant focus of communication research. The term "research with four items" is derived from studies by Arta and Yasa (2019) and Vi and Huong (2017). Similarly, source homophily (Z3) refers to the perceived resemblance between two communicators and is a key focus in communication research, consisting of four elements as outlined in the studies by Arta and Yasa (2019) and Vi and Huong (2017).

Purchase intention (Y1), measured in this study using three items, is based on the research by Zhang et al. (2018). Behavioral involvement (Y2), which refers to consumer engagement with a brand or service, such as sharing, advocating, and co-creation, has been demonstrated in previous research (Leek et al., 2019; Vitor et al., 2019). The research indicators for behavioral involvement are measured using three items, as referenced in the studies by Agnès and Fanny (2019).

RESULT AND DISCUSSION

The Average Variance Extracted (AVE) and factor loading values are calculated to assess convergent validity. The AVE value should be greater than 0.5, and the factor loading should exceed 0.70 (Ting et al., 2019).

Social media interaction, source credibility, homophily, content quality, purchase intention, and behavioral involvement all had loading values greater than 0.70 and AVE values exceeding 0.50, as shown in table 1. Consequently, it can be concluded that the latent variables in this study meet the criteria for convergent validity. The Fornell-Larcker method was employed to assess discriminant validity. In this approach, the square root of the AVE (√AVE) is compared to the correlation between the latent variables. If the value exceeds 0.50, the variable demonstrates adequate discriminant validity.

Table 1
Loading Factor and AVE Value

Variable	Indicator	Loading Factor	AVE
Social Media Interaction (X)	SMI1	0,938	0,826
	SMI2	0,919	
	SMI3	0,938	
	SMI4	0,835	
Sources of Credibility (Z1)	SC1	0,918	0,724
	SC2	0,842	
	SC3	0,893	
	SC4	0,738	
Sources of Homophily (Z2)	SH1	0,853	0,837
	SH2	0,936	
	SH3	0,931	
	SH4	0,936	
Content Quality (Z3)	CQ1	0,915	0,825
	CQ2	0,908	
	CQ3	0,938	
	CQ4	0,870	
Purchase Intent (Y1)	PI1	0,936	0,883
	PI2	0,934	
	PI3	0,950	
Behavioral Engagement (Y2)	BE1	0,725	0,738
	BE2	0,912	
	BE3	0,926	

Source: Processed Data, 2024.

Table 2
Fornell-Larcker value

Construct	BE (Y2)	CQ (Z3)	P I (Y1)	SH (Z2)	S MI (X)	SC (Z1)
Behavioral Engagement (Y2)	0,859					
Content Quality (Z3)	0,768	0,908				
Purchase Intent (Y1)	0,701	0,487	0,940			
Sources of Homophily (Z2)	0,815	0,945	0,503	0,915		
Social Media Interaction (X)	0,661	0,553	0,577	0,585	0,909	
Sources of Credibility (Z1)	0,608	0,619	0,500	0,653	0,812	0,851

Source: Processed Data, 2024.

Table 2 shows that the (√AVE) values for the latent constructs have higher correlations with their respective constructs than with other constructs. Therefore, each research item demonstrates a strong discriminant structure, validating the research and allowing it to be used. A reliability test was conducted to determine the consistency of the variable indicators. Cronbach's Alpha and Composite Reliability values were employed for this purpose. If the values exceed 0.70, the variable is considered reliable (Ghozali, 2020).

All variables in this study have Cronbach's Alpha and Composite Reliability values greater than 0.70. Thus, the variables are deemed reliable and can be further tested for structural models, as shown in table 3. The evaluation of the internal model is assessed through the percentage of variation in the R^2 and Predictive Relevance (Q^2) values. R^2 is used to measure the variance in the dependent variable explained by the independent variables, while Q^2 indicates the predictive relevance of the model by assessing cross-validation and fitting functions through predictions of the observed variables and parameter estimates. Following this, the structural model is tested through path coefficient analysis or hypothesis testing.

Table 4 shows the R Square values of the dependent variables, indicating how much of the variability in the dependent variables is explained by the independent variables. R^2 values above 0.70, 0.67, 0.33, and 0.19 are considered strong, moderate, and weak, respectively. The higher the R^2 value, the better the predictive power of the research model. The results from the table above show that the R^2 value for the Behavioral Engagement variable is 0.675 (moderate), indicating that Social Media Interaction accounts for 67.5% of the variation in Behavioral Engagement. The remaining 32.5% may be attributed to other variables not included in this study. The R^2 value for the Content Quality variable is 0.306 (weak), suggesting that Social Media Interaction explains 30.6% of the variation in Content Quality, with the remaining 69.4% potentially explained by other factors. The R^2 value for the Source Homophily variable is 0.342 (weak), indicating that Source Homophily accounts for 34.2% of the variation in Source Credibility. Other variables not considered in this study may explain the remaining 65.8%. The R^2 value for the Source Credibility variable is 0.659 (moderate), meaning that Social Media Interaction explains 65.9% of the variation in Source Credibility, with the remaining 34.1% potentially explained by other variables not included in the study. For Q^2 values, a score greater than 0 indicates predictive relevance. Q^2 values are categorized as weak (0.02), moderate (0.15), and strong (0.35), respectively.

Table 3
Cronbach Alpha and Composite Reliability Values

Construct	Cronbach's Alpha	rho_A	Composite Reliability
Behavioral Engagement (Y2)	0,820	0,864	0,893
Content Quality (Z3)	0,929	0,930	0,950
Purchase Intent (Y1)	0,934	0,935	0,958
Sources of Homophily (Z2)	0,934	0,936	0,953
Social Media Interaction (X)	0,929	0,935	0,950
Sources of Credibility (Z1)	0,871	0,880	0,912

Source: Processed Data, 2024.

Table 4
R Square value of the dependent variable

Construct	R Square	R Square Adjusted
Behavioral Engagement (Y2)	0,675	0,670
Content Quality (Z3)	0,306	0,303
Purchase Intent (Y1)	0,306	0,296
Sources of Homophily (Z2)	0,342	0,339
Sources of Credibility (Z1)	0,659	0,657

Source: Processed Data, 2024.

Table 5
The value of predictive relevance

Variable	S	SSE	Q² (=1-SSE/SSO)
Behavioral Engagement (Y2)	660,000	342,149	0,482
Content Quality (Z3)	880,000	662,938	0,247
Purchase Intent (Y1)	660,000	489,000	0,259
Sources of Homophily (Z2)	880,000	637,486	0,276
Social Media Interaction (X)	880,000	880,000	
Sources of Credibility (Z1)	880,000	472,148	0,463

Source: Processed Data, 2024.

Figure 2
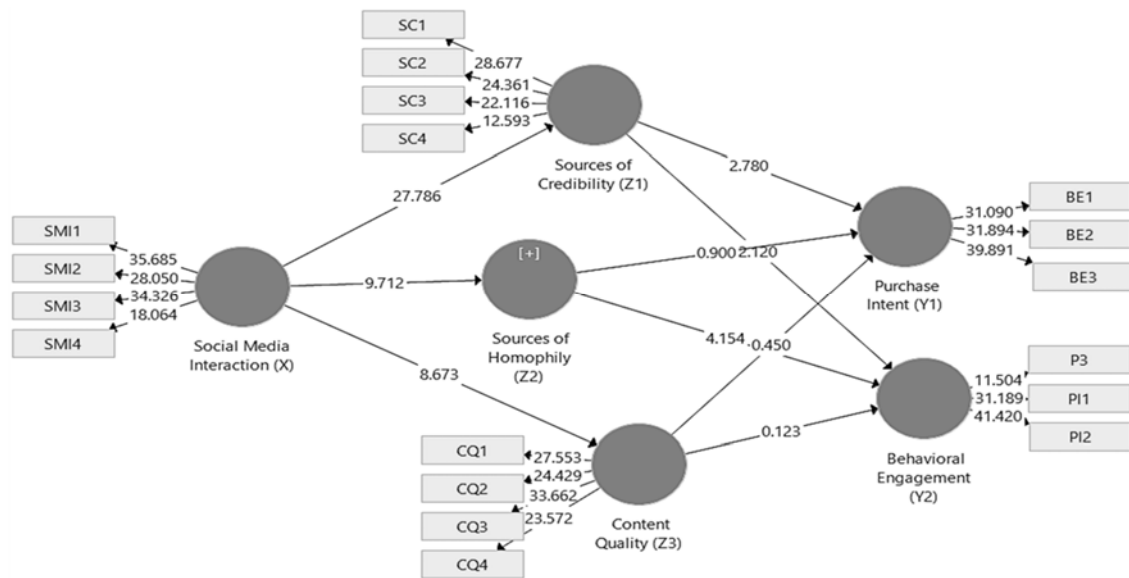**Results of the PLS Bootstrapping Method**
Source: Processed Data, 2024.

As shown in table 5, each variable in Q² has a value greater than zero. Consequently, it can be concluded that social media interactions, source credibility, source homophily, content quality, purchase intentions, and social engagement exhibit moderate predictive relevance.

Path Coefisien
The bootstrapping method is employed to determine the relationships between variables. With a threshold value >1.96, a P-value <0.05, and a significance level of 5%, the PLS method evaluates whether the hypothesis is acceptable or not, based on the T-statistics.

Figure 2 shows the results of the PLS bootstrapping method, which is used to test the significance of relationships between variables in the research model. The analysis evaluates each hypothesis by examining the T-statistics and P-values. A T-statistic greater than 1.96 and a P-value less than 0.05 indicate a significant relationship. The results confirm that six out of nine hypotheses are supported, showing significant relationships between social media interaction, source credibility, homophily, content quality, purchase intention, and behavioral engagement. Three hypotheses, however, show no significant effect.

From table 6, it is concluded that six of the nine hypotheses are supported. Six signi-

ficant variables have a T-statistic value >1.96 and a P-value <0.05, while three variables are non-significant, with T-statistic values <1.96. The indirect effect test, as shown in table 7, indicates that social media interaction significantly influences behavioral engagement through source homophily, with a T-statistic value >1.96 and a P-value of 0.000. Social media interactions also have a positive effect on behavioral engagement through sources of credibility, with a T-statistic value >1.96 and a P-value of 0.041, thus demonstrating a significant relationship.

DISCUSSION
Impact of Social Media Interactions on Source Credibility

The results support Hypothesis 1, which posits a correlation between source credibility and the social media interaction variable.

Consequently, social media interaction influences the trustworthiness of the source. This study corroborates the findings of Onofrei et al. (2022), which demonstrate the positive impact of social media interaction on the perceived credibility of the source.

Furthermore, Soyeon et al. (2018) demonstrated that electronic word-of-mouth (eWOM), a form of social media engagement, enhances the trustworthiness of the information source. However, this finding contradicts the study by Alexander P et al. (2020), which found no significant correlation between social media interaction and source credibility. This discrepancy may arise because customer engagement on social media and extensive interactions can enhance the perception of brand credibility among other users.

Table 6
Results of T-Statistic Test Bootstrapping Analysis

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Results
H_1	SCI -> SC	0,812	0,817	0,029	27,786	**0,000**	Significant
H_2	SCI -> SH	0,585	0,589	0,060	9,712	**0,000**	Significant
H_3	SCI -> CQ	0,553	0,557	0,064	8,673	**0,000**	Significant
H_4	SC -> PI	0,298	0,296	0,107	2,780	**0,006**	Significant
H_5	SC -> BE	0,133	0,129	0,063	2,120	**0,035**	Significant
H_6	SH -> PI	0,213	0,219	0,237	0,900	0,369	Insignificant
H_7	SH -> BE	0,750	0,783	0,181	4,154	**0,000**	Significant
H_8	CQ -> PI	0,101	0,102	0,225	0,450	0,653	Insignificant
H_9	CQ -> BE	-0,023	-0,052	0,187	0,123	0,902	Insignificant

Source: Processed Data, 2024.

Table 7
Indirect Influence

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SMI -> CQ -> BE	-0,013	-0,024	0,103	0,124	0,902
SMI -> SH -> BE	0,439	0,459	0,109	4,039	0,000
SMI -> SC -> BE	0,108	0,106	0,053	2,048	0,041
SMI -> CQ -> PI	0,056	0,061	0,127	0,439	0,661
SMI -> SH -> PI	0,125	0,130	0,141	0,887	0,376
SMI -> SC -> PI	0,242	0,243	0,091	2,673	0,008

Source: Processed Data, 2024.

The Effect of Web-Based Entertainment Associations on Hemophilia Source

The results of the research supported Hypothesis 2, as the findings indicated a positive relationship between social media interaction and homophily sources. Increased social media interactions correlate with a higher perception of sources as homophilous. These findings align with the research conducted by Onofrei et al. (2022), which showed that online interactions influence homophilous sources. Additionally, they are consistent with the findings of Eun Mee and Jennifer (2020), who demonstrated that social media interactions have a positive impact on sources related to homophily. This phenomenon occurs because homophilous ties are reinforced through the frequency of consumer interactions on social media, thereby influencing one another. The research suggests that customers are more likely to engage with individuals on social media who share similarities in terms of judgments, preferences, and experiences with the 'Cardigan' skincare product.

Impact of Web-Based Entertainment Communications on Satisfied Quality

The results confirm Hypothesis 3, as the social media interaction variable shows a positive and significant correlation with the content quality variable. Previous studies have found that engagement on social media platforms has a positive influence on content quality (Onofrei et al., 2022). Additionally, Mona Jami et al. (2021) supported these findings, emphasizing the importance of social interaction in the dissemination of high-quality information, as also noted by Edin et al. (2021). They suggest that consumers who regularly seek information about the 'Cardigan' sweater vest product through Instagram interactions are more likely to assess the relevance, accuracy, and level of detail of the content.

Effect of Source Believability on Conduct Commitment

The results of the analysis supported Hypothesis 4, as the relationship between source credibility and purchase intention was validated. The positive correlation between the two variables indicates that consumers are influenced by the trustworthiness of the source being considered. This finding aligns with previous studies by Jason et al., (2020) and Mazzarolo et al. (2021), which demonstrated that source reliability enhances individuals' intentions to make a purchase.

These results suggest that consumers are interested in knowing who or where they obtain information about the 'Cardigan' sweater vest product before making a purchase decision. Consequently, individuals may evaluate the attractiveness, trustworthiness, and expertise of the source, rather than solely relying on the quality of the information received, to gain a better understanding of the 'Cardigan' sweater vest product before committing to a purchase.

Impact of Source Believability on Conduct Commitment

The study confirms the fifth hypothesis, as a significant correlation was found between source credibility and behavioral involvement. A positive relationship between the two variables was identified. The findings of studies conducted by Giada and Donata Tania (2022) and Onofrei et al. (2022) further support the idea that source credibility enhances commitment to behavior.

The Impact of Source Homophyli on Behavioral Engagement

The research shows that Hypothesis 6 can be rejected, as no evidence was found supporting a relationship between source homophily and purchase intention. While previous research suggests that purchase intentions are influenced by source homophily defined as the similarity between the source and the recipient-this study found a negative association between the two varia-

bles. A study conducted by Chen and Shupei (2019) supports this finding, indicating a negative relationship between source similarity and purchase intention. The study revealed that customers who shared similar values, experiences, and preferences with others on Instagram regarding the 'Cardigan' sweater vest were more likely to purchase the product after repeated encounters. However, Onofrei et al. (2022) discovered that sources with similar characteristics positively impact individuals' purchase inclinations. Additionally, Artanti and Rahmiyati (2022) and Seyed Pouyan et al. (2018) found that source trustworthiness had a positive influence on behavioral engagement.

The Influence of Source Homophyli on Behavioral Engagement

The results of the study indicated that Hypothesis 7 was supported due to the positive relationship between the source homophily variable and behavioral involvement. The connection between the two factors was demonstrated to be positive, suggesting that source homophily influences behavioral involvement. This outcome aligns with the research by Onofrei et al., (2022), which found that positive source homophily is a strong predictor of behavioral engagement. Similarly, studies by Giada and Donata Tania (2022) and Kofi et al. (2023) also show that positive source homophily has a favorable impact on behavioral involvement. Consumers perceive Instagram posts related to similar or comparable 'Cardigan' sweater vest products as more appealing than those from dissimilar sources. Consequently, customers are more likely to like, share, or comment on such posts, thereby supporting or reinforcing the message or information presented.

Impact of Content Quality on Purchase Intentions

The results of the research indicate that there is no evidence supporting the relationship between content quality and purchase intention; therefore, Hypothesis 8 is rejected.

The content quality variable has a negative impact on purchasing intentions. Zhu et al. (2020) suggest that the quality of information does not influence the intention to purchase, as individuals may interpret information differently. Specifically, the quality of information may not affect purchase intention if the content includes negative messages or reviews about the product. However, this study also shows that when customers feel satisfied with the information they receive about the 'Cardigan' sweater vest, their awareness and willingness to try the product can increase, potentially influencing their purchase intention.

Impact of Content Quality on Behavioral Engagement

The results of this study support Hypothesis 9, indicating that content quality does not affect behavioral involvement. This finding is consistent with previous research by Onofrei et al. (2022), which found that customers were unwilling to like, share, or comment on informative posts. Similarly, Kesmat et al. (2023) found that content quality did not influence behavioral engagement in value creation.

CONCLUSION AND RECOMMENDATION

In the context of cardigan shopping, this study offers valuable insights into the influence of social media interaction on consumer behavior. The findings demonstrate that social media interaction significantly affects source credibility, source homophily, and content quality, which in turn impact purchase intention and behavioral engagement. In the cardigan shopping industry, these results highlight the critical role of social media in shaping consumer behavior and suggest strategies for businesses to enhance their networking capabilities, market credibility, and customer relationship management. Based on the study's findings, we recommend that businesses in the cardigan shopping industry focus on developing a strong social media presence to im-

prove networking capabilities and bolster marketing credibility. Additionally, companies should prioritize content quality and its influence on behavioral engagement to create value for customers. Furthermore, businesses should consider leveraging social media influencers to promote their products and increase brand awareness.

The impact of social media on consumer behavior in other industries and the effectiveness of various social media marketing strategies warrant further investigation. Future research may also explore the influence of social media on customer satisfaction and its role in fostering brand loyalty. Overall, this study enhances our understanding of the role social media plays in shaping consumer behavior and provides valuable insights for businesses in the cardigan shopping industry to improve their marketing strategies.

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