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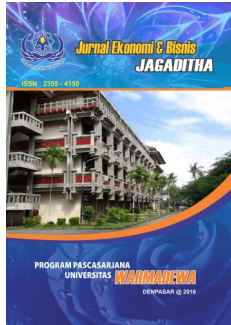
The Driving Factors of Transaction Behavior for Shoe Cleaning Services Through Social Commerce Platforms

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Abstract—This study discusses the phenomenon of the increasing use of social commerce platforms, such as Instagram, by shoe cleaning service providers to promote and sell their services. The trend shows that more consumers are shifting from traditional methods to digital platforms to search for services and conduct transactions. Therefore, this study aims to identify the factors driving transaction behavior for shoe cleaning services through social commerce platforms like Instagram. The research method used is quantitative data analysis involving 314 consumers who made transactions at nine shoe cleaning service brands in Bali province. The data were analyzed using Confirmatory Factor Analysis (CFA) in the SPSS version 25 program. The results of the data analysis indicate that from the 36 indicators initially tested, four main factors were identified that explain the drivers of transaction behavior for shoe cleaning services through social commerce platforms, namely "Channel Service Integration, Application Usability, Virtual Environment, and Omnichannel Marketing." The findings suggest that these factors play a significant role in driving transaction behavior for shoe cleaning services through social commerce platforms. Therefore, these factors can serve as a foundation to optimize marketing strategies and services for shoe cleaning service providers.

Keywords: application usability; channel service integration; omnichannel marketings; social commerce platforms virtual environment

Introduction

Economic development has shaped an understanding of consumer behavior, which is a key to success in various business sectors. This is especially true for micro, small, and medium enterprises (MSMEs), which play an important role in Indonesia's economy (Alabsy, 2021). One MSME sector that continues to grow is the laundry industry. The laundry industry has expanded beyond just washing clothes, as demand for shoe care has also seen a significant increase, driving the emergence of the shoe-cleaning services industry. In 2019, with growing public attention to the shoe-cleaning business, entrepreneurs in this industry have been encouraged to continuously innovate and improve their service quality to retain and attract consumers.

Innovation in the shoe laundry industry now includes social commerce platforms, allowing consumers to find services online with location search and user review features. In the nine districts of Bali Province, social commerce, particularly through Instagram, has contributed to the development of the shoe laundry business, with entrepreneurs like Brothershoescare as the focus of this study. Brothershoescare leverages Instagram for

promotion and sales, allowing researchers to explore factors influencing consumer transaction behavior in the digital era. Shoe-cleaning MSMEs utilize social commerce, creating perceived usefulness and perceived ease of use within the Technology Acceptance Model (TAM) framework.

The Technology Acceptance Model (TAM), introduced by Davis in 1989, is an adaptation of the Theory of Reasoned Action (TRA) and focuses on accepting and using information technology. TAM includes five main variables: perceived ease of use (PEOU), perceived usefulness (PU), attitude toward using (ATU), behavioral intention to use (ITU), and actual system usage (ASU). In this study, two TAM variables, perceived usefulness and perceived ease of use, are used to measure their impact on interest and behavior in technology adoption. Additionally, situational factors affecting transaction behavior through social commerce platforms include online customer reviews, product assortment, user interface, ease of transaction, affiliate marketing, consumer confidence, and brand personality.

Perceived ease of use is the extent to which a person believes that a technology can be used easily without requiring much effort from the user (O'Dwyer & Gilmore, 2019). Perceived usefulness is the degree to which a person believes that using a system will enhance their performance, which in turn impacts their productivity and effectiveness (Laora et al., 2021). Research findings from (Beacom et al., 2021) show that perceived usefulness positively influences purchase interest among Shopee users at SMA N 1 Gunungkidul. These results are consistent with research by (Beacom et al., 2021; Shahid et al., 2018; Suliyanto et al., 2023)

According to (Sari & Fiolita, 2021), an online customer review is the buyer's experience with the service provided by the seller, covering various aspects of the online retail platform and marketplace. Research findings from (Ghlichlee & Bayat, 2021) indicate that the customer review variable has a significant effect on purchase interest in electronic products on Tokopedia. Product assortment, or the diversity of products offered, meets consumer needs as it affects purchase interest. This relates to product availability and the variety of each product type offered, encouraging consumers to continue shopping at the same store without switching to another (Simanjuntak et al., 2022). The research results of (Simanjuntak et al., 2022) indicate that the product assortment variable significantly affects the purchase intention at Lotte Mart Center Point Medan, though there is contrasting research. User Interface is the communication mechanism between the user and the system in a program, whether on a website, mobile application, or software, designed according to user needs. Ease of transaction occurs when a person feels that using new technology can be done naturally without requiring much effort or energy.

Affiliate Marketing is a form of cooperation between organizations, businesses, or websites aimed at generating mutual profit through product or service promotion (Yang, 2021). Affiliate marketing positively and significantly influences online purchase interest in Skintific products among TikTok Shop users, though (Good & Schwepker, 2022) reported opposite results. Consumer confidence is the consumer's knowledge and conclusions about a product, its attributes, and benefits, which play an important role in shoe-cleaning service transactions on Instagram. Indicates that consumer confidence positively influences online clothing purchase interest, though (Singharat et al., 2023) found that consumer confidence does not positively influence purchase interest on the Bukalapak online shopping site. Brand personality is defined as a combination of various physical and psychological traits associated with a brand. Brand personality positively influences purchase intention, though there are inconsistent results from (Leonelli et al., 2022) indicating the opposite.

Based on the description above, this study was conducted for the reason of determining the purpose of carrying out the process of creating consumer buying interest. This study encourages shoe washing service transaction behavior through a social commerce platform through factors that influence consumer buying interest on the Instagram platform, namely perceived ease of use, perceived usefulness, online customer reviews, product

assortment, user interface, ease of transaction, affiliate marketing, consumer confidence, brand personality. Finding out the factors that most influence consumer buying interest in shoe washing services and can provide solutions to shoe washing service UMKM to attract attention in providing services that can increase transactions. Regarding the research, researchers are interested in further examining "factors that encourage shoe washing service transaction behavior through social commerce platforms".

Concept and Hypothesis

Purchase intention is the tendency customers feel to acquire a brand and take actions related to purchasing, specifically to buy. According to (Kang, 2019), there are four indicators of purchase intention: transactional intention, referential intention, preferential intention, and exploratory intention. Purchase intention reflects the tendency to choose and buy a brand and the potential to switch brands.

Perceived ease of use is a key factor that consumers consider when making a transaction. This is primarily due to a system that is easy to recognize, simple in operation, and user-friendly. According to (Mikusiński & Niedziałkowski, 2020), there are five indicators in perceived ease of use: ease of use, ease of control, understandability, flexibility, and ease of learning. Perceived usefulness refers to the benefits felt by consumers when they can make purchases quickly, access comprehensive information, and complete payments easily, forming the basis of trust in the purchase process. According to (Manser et al., 2017), there are six indicators of perceived usefulness: work more quickly, job performance, productivity increase, effectiveness, and usefulness. Perceived usefulness is the belief that using a system will enhance performance and effectiveness, especially in online purchases.

Online customer reviews are opinions and a form of word-of-mouth communication in online sales, where potential buyers gain information about a product from consumers who have already benefited from it. According to (Gong et al., 2022), there are five indicators in online customer reviews: perceived benefit, source credibility, argument quality, valence, and review quantity. Product assortment refers to the availability of various types of products, including the number offered, alignment with consumer tastes and desires, and product accessibility for possession, use, or consumption by consumers produced by manufacturers (Wahyuni & Ernawati, 2020). According to (O'Dwyer & Gilmore, 2019), there are four indicators in product assortment: width, depth, length, and consistency.

User interface is the communication process that connects users with a program system, whether a website, mobile application, or software, adapted to the user's needs (Yunaningsih et al., 2021). According to (Wiwesa, 2021), there are seven indicators in the user interface: connectivity, personalization, directionality, informativeness, user-friendliness, simplicity, and continuity. Ease of transaction measures the extent to which individuals trust using technology that grants them freedom in their efforts. According to (Navia et al., 2023), there are four indicators of ease of transaction: ease of learning, ease of operation, technology's ability to find something sought, and minimal effort required to interact with the application.

Affiliate marketing is a form of digital marketing (Agustin, 2023). According to (Iqbal, 2021), there are six indicators in affiliate marketing: content marketing, mobile marketing, continuous marketing, digital marketing, visual marketing, and personalized marketing. Consumer confidence is a personal or other's experience that a buyer considers when shopping in an online store or website, a key factor in online shopping processes. According to (Orús et al., 2019), there are four indicators of consumer confidence: competence, integrity, benevolence, and willingness to depend.

Brand personality is a set of characteristics possessed by customers related to brand attributes, enabling them to describe the relationship between customers and the brand. According to (Soltwisch et al., 2022), there are five indicators of brand personality: sincerity,

excitement, competence, sophistication, and ruggedness. Social commerce involves the direct sale of products and services through social media, including discovery, research, and payment processes, all occurring within the social platform without needing to exit the site (Le Billon et al., 2020). Through social commerce, individuals can make purchases aided by social interactions, including product recommendations, user ratings, and online communities.

The level of consumer purchase intention toward this service is influenced by various factors, including perceived ease of use, perceived usefulness, online customer review, product assortment, user interface, ease of transaction, affiliate marketing, consumer confidence, and brand personality. These are the factors considered in this research to determine the "Factors Driving Transaction Behavior in Shoe Cleaning Services Through Social Commerce Platforms." Based on the aforementioned points, a conceptual framework for confirmatory factor analysis is presented as figure 1:

H: Perceived Ease of Use, Perceived Usefulness, Online Customer Review, Product Assortment, User Interface, Ease of Transaction, Affiliate Marketing, Consumer Confidence, and Brand Personality have a positive influence on the factors driving transaction behavior in shoe cleaning services through social commerce platforms
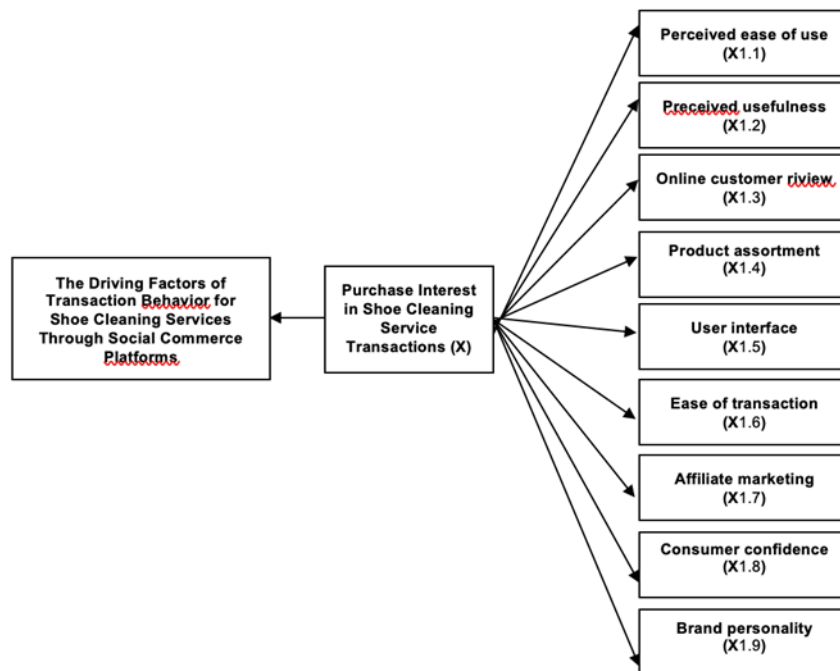
Figure 1. Conceptual Framework
"Factors Driving Transaction Behavior in Shoe Cleaning Services Through Social Commerce Platforms"

Method

This research focuses on nine MSME (Micro, Small, and Medium Enterprise) shoe-cleaning service brands located across each regency/city in Bali Province. The selection of the research location was based on the rapid growth of the service industry, particularly shoe-cleaning services, in line with the evolving lifestyle of the Balinese people, which increasingly leans toward instant needs and high mobility. The sampling method applied is non-probability sampling with a purposive sampling approach, based on (Hair et al., 2016), resulting in 314 respondents who are followers and have previously transacted with one of these MSME shoe-cleaning services. This study employs quantitative data analysis, with primary data collected through questionnaires distributed via Google Forms and secondary data from other literature sources. The data was analyzed using Confirmatory Factor Analysis

(CFA) with SPSS Version 27.

Result and Discussion

The data used in this study were collected from 314 respondents who completed a survey via Google Forms. The validity of factors such as Perceived Ease of Use, Perceived Usefulness, Online Customer Review, Product Assortment, User Interface, Ease of Transaction, Affiliate Marketing, Consumer Confidence, and Brand Personality has been confirmed, with r values exceeding 0.3. Likewise, the reliability of these research factors is considered reliable, with Cronbach's Alpha values exceeding 0.7.

This study shows that out of the total respondents, 183 (58.3%) are male, and 131 (41.7%) are female. Most respondents are from Denpasar, totaling 75 people (23.9%). The largest age group conducting shoe cleaning service transactions via social commerce platforms (Instagram) is between 12–25 years, with 286 people (91.1%). In terms of education, the majority of users are high school graduates or equivalent, totaling 221 people (70.4%). Regarding occupation, the majority of respondents are students, with 240 people (76.4%).

Creating a Correlation Matrix

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-OlkinIMeasure ofISamplinglAdequacy.		.970
Bartlett'slTest of Sphericity	Approx.IChi-Square	7754.968
	Df	630
	Sig.	.000

Source: Processed Data, 2024

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) value of 0.970, which is greater than 0.50, and Bartlett's Test of Sphericity value of 7754.968 with a significance level of 0.000 indicate that the factors forming the variable are satisfactory.

Anti Image Matric

The anti-image matrix check was conducted to determine partial variables suitable for analysis that do not need to be excluded from testing, as shown in Appendix 1. The MSA values (diagonal numbers in the Anti-Image Correlation), marked with "a" along the diagonal line for factors such as Perceived Ease of Use, Perceived Usefulness, Online Customer Review, Product Assortment, User Interface, Ease of Transaction, Affiliate Marketing, Consumer Confidence, and Brand Personality, are each greater than 0.5. Therefore, the values for each of these factors can be predicted and further analyzed.

Communalities

The communalities value indicates the extent to which a variable contributes to factor formation, with details available in Appendix 2. Most indicators show communalities values above 0.5, indicating a strong relationship between these indicators and the resulting factor. The quality of the factor analysis improves as the communalities values increase.

Factoring Process

Table 1. KMO and Bartlett's Test

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	18.024	50.066	50.066	18.024	50.066	50.066	7.227	20.074	20.074
2	1.645	4.571	54.636	1.645	4.571	54.636	6.042	16.782	36.857
3	1.093	3.036	57.672	1.093	3.036	57.672	4.522	12.562	49.419
4	1.065	2.958	60.631	1.065	2.958	60.631	4.036	11.212	60.631

Source: Processed Data, 2024

Based on the data in Table 2, the first and second components have Initial Eigenvalues of 18.024, 1.645, 1.093, and 1.065, all of which are greater than 1, indicating that these values can be interpreted as new factors. Furthermore, the values in the % of variance column for the first and second components are 50.066%, 4.571%, 3.036%, and 2.958%, respectively, showing that these factors explain 50.066%, 4.571%, 3.036%, and 2.958% of the variance, respectively. Based on the table above, it is identified that there are four factors with eigenvalues greater than 1, with a cumulative variance of 60.631%. This indicates that out of the 36 factors, only 60.631% can be extracted into four factors, while the rest cannot be extracted.

Factor Grouping and Factor Rotation

The factor grouping process is based on the results of the Component Matrix, which can be viewed in detail in Appendix 3. The analysis results show that out of the initial 36 factors, a reduction occurred, resulting in only four new factors grouped into four research components. With a total of 314 respondents, the threshold value for factor loading was set at 0.35.

Table 1. KMO and Bartlett's Test

	Item	Component			
		1	2	3	4
$X_{1.4.2}$	I feel that the information about each type of shoe cleaning service on Instagram is complete and clear.	.710	.275	.181	.130
$X_{1.4.1}$	I feel that Instagram offers a variety of shoe cleaning service categories.	.700	.267	.083	.226
$X_{1.6.1}$	I feel that I can quickly understand how to complete a shoe cleaning service transaction on Instagram.	.685	.296	.236	.281
$X_{1.6.4}$	I feel that the shoe cleaning service transaction process on Instagram is simple and not complicated.	.619	.262	.150	.372
$X_{1.6.2}$	I feel that the navigation on Instagram for shoe cleaning transactions is very easy.	.618	.241	.413	.215

X $_{1.4.3}$	**I can find many variations of shoe cleaning services that meet my needs.**	.6 09	.25 3	.30 4	.29 5
X $_{1.4.4}$	I feel that the quality of shoe cleaning services on Instagram is consistent from one transaction to the next.	.6 07	.27 4	.35 1	.16 6
X $_{1.9.3}$	I feel that the shoe cleaning service brands on Instagram demonstrate resilience and reliability in the market.	.5 89	.22 8	.28 8	.22 8
X $_{1.6.3}$	I feel that Instagram always successfully meets my needs when transacting shoe cleaning services.	.5 82	.21 4	.37 4	.27 9
X $_{1.5.4}$	I feel that the information about shoe cleaning services on Instagram stories, IGTV, and reels is clear and complete.	.5 72	.37 4	.22 3	.29 9
X $_{1.5.1}$	I feel that the notification feature on Instagram helps me stay updated with the latest information about shoe cleaning services.	.5 63	.30 7	.31 0	.22 5
X $_{1.5.2}$	I feel that the appearance and content on Instagram enhance my experience when using shoe cleaning services.	.4 94	.31 5	.31 9	.29 9
X $_{1.5.3}$	I feel that the appearance and content on Instagram improve my experience in using shoe cleaning services.	.4 45	.41 1	.27 4	.25 9
X $_{1.9.4}$	I feel that I would prefer shoe cleaning services on Instagram if the brand looks elegant and high -quality.	.4 03	.39 0	.35 9	.16 4
X $_{1.1.4}$	I find it easy to schedule shoe pickups through direct messages on Instagram.	.2 14	.72 5	.20 9	.11 2
X $_{1.2.3}$	I feel that Instagram offers features that are easy to access and understand.	.3 30	.66 5	.18 7	.16 2
X $_{1.2.1}$	I feel that ordering shoe cleaning services through Instagram is convenient.	.3 84	.66 1	.10 1	.17 9
X $_{1.1.2}$	I find it easy to manage my shoe cleaning service transactions on Instagram.	.3 77	.65 4	.06 8	.22 9
X $_{1.2.4}$	I feel that the responses from shoe cleaning service providers on Instagram are fast and helpful.	.3 10	.64 7	.27 6	.21 5
X $_{1.2.2}$	My experience using this service is better because of Instagram.	.2 91	.63 1	.30 0	.16 7
X $_{1.1.3}$	I learned about this shoe cleaning service through Instagram.	.1 00	.61 1	.24 1	.23 6
X $_{1.1.1}$	I feel that shoe cleaning services on Instagram are easy to access and understand.	.1 50	.58 7	.05 0	.52 1
X $_{1.3.1}$	I feel that the reviews on Instagram help assess the reliability of shoe cleaning services.	.2 77	.57 1	.34 5	.13 9
X $_{1.8.4}$	I am willing to rely on Instagram as my primary source of information for shoe cleaning services.	.4 17	.14 2	.64 2	.12 3
X $_{1.3.3}$	Reviews on Instagram usually reflect honest assessments of shoe cleaning services.	.3 56	.35 9	.63 4	.08 8
X $_{1.3.4}$	I feel more confident in the quality of the shoe cleaning service based on the number of testimonials.	.1 35	.41 1	.59 2	.20 9
X $_{1.8.2}$	I believe that business owners on Instagram can be trusted to provide shoe cleaning services.	.3 11	.21 2	.57 6	.41 6

$X_{1.8.1}$	**I feel that Instagram provides shoe cleaning services with professionalism.**	.453	.168	.517	.401
$X_{1.8.3}$	I trust that business owners on Instagram have good intentions in offering beneficial shoe cleaning services.	.241	.218	.517	.512
$X_{1.9.2}$	I feel that the brand image of shoe cleaning services on Instagram inspires and excites me.	.480	.230	.482	.260
$X_{1.3.2}$	I always check reviews before using shoe cleaning services on Instagram.	.147	.459	.471	.159
$X_{1.7.3}$	I feel that digital marketing through Instagram is effective in attracting attention to shoe cleaning services.	.295	.208	.202	.722
$X_{1.7.1}$	I believe that engaging content on Instagram helps me understand shoe cleaning services.	.389	.320	.228	.626
$X_{1.7.2}$	I feel that consistent marketing campaigns on Instagram increase interest in shoe cleaning services.	.360	.354	.138	.626
$X_{1.7.4}$	I feel that personalized service on Instagram makes me more comfortable and interested in shoe cleaning services.	.361	.166	.368	.578
$X_{1.9.1}$	I believe the brand image of shoe cleaning services on Instagram gives an appealing and friendly impression.	.398	.305	.413	.445

Source: Processed Data, 2024

Based on the results of the Rotated Component Matrix displayed in Table 3. it shows that:

The indicators $X_{1.4.2}$, $X_{1.4.1}$, $X_{1.6.1}$, $X_{1.6.4}$, $X_{1.6.2}$, $X_{1.4.3}$, $X_{1.4.4}$, $X_{1.9.3}$, $X_{1.6.3}$, $X_{1.5.4}$, $X_{1.5.1}$, $X_{1.5.2}$, $X_{1.5.3}$ and $X_{1.9.4}$ each have a correlation value higher than the correlation with other factors. Therefore, the indicators $X_{1.4.2}$, $X_{1.4.1}$, $X_{1.6.1}$, $X_{1.6.4}$, $X_{1.6.2}$, $X_{1.4.3}$, $X_{1.4.4}$, $X_{1.9.3}$, $X_{1.6.3}$, $X_{1.5.4}$, $X_{1.5.1}$, $X_{1.5.2}$, $X_{1.5.3}$ and $X_{1.9.4}$ are included in Factor Group 1.

The indicators $X_{1.1.4}$, $X_{1.2.3}$, $X_{1.2.1}$, $X_{1.1.2}$, $X_{1.2.4}$, $X_{1.2.2}$, $X_{1.1.3}$, $X_{1.1.1}$ and $X_{1.3.1}$ each have a correlation value higher than the correlation with other factors. Therefore, the indicators $X_{1.1.4}$, $X_{1.2.3}$, $X_{1.2.1}$, $X_{1.1.2}$, $X_{1.2.4}$, $X_{1.2.2}$, $X_{1.1.3}$, $X_{1.1.1}$ and $X_{1.3.1}$ are included in Factor Group 2.

The indicators $X_{1.8.4}$, $X_{1.3.3}$, $X_{1.3.4}$, $X_{1.8.2}$, $X_{1.8.1}$, $X_{1.8.3}$, $X_{1.9.2}$ and $X_{1.3.2}$ each have a correlation value higher than the correlation with other factors. Therefore, the indicators $X_{1.8.4}$, $X_{1.3.3}$, $X_{1.3.4}$, $X_{1.8.2}$, $X_{1.8.1}$, $X_{1.8.3}$, $X_{1.9.2}$ and $X_{1.3.2}$ are included in Factor Group 3.

The indicators $X_{1.7.3}$, $X_{1.7.1}$, $X_{1.7.2}$, $X_{1.7.4}$ and $X_{1.9.1}$ each have a correlation value higher than the correlation with other factors. Therefore, the indicators $X_{1.7.3}$, $X_{1.7.1}$, $X_{1.7.2}$, $X_{1.7.4}$ and $X_{1.9.1}$ are included in Factor Group

Interpretation of Factors

Based on the factor analysis results, it was found that out of the 36 reduced factors, only four factors were successfully formed, which are:

Factor 1 is formed by fourteen indicators consisting of Depth, Width, Easy to Learn, No Significant Effort Required for Interaction with the Application, Easy to Operate, Length, Consistency, Ruggedness, Technology Makes it Easy for Users to Find What They Are Looking For, Informative, Connectivity, Personalization, Guidance, and Sophistication. This factor is called Channel Service Integration.

Factor 2 is formed by nine indicators consisting of Flexibility, Makes Job Easier, Work More Quickly, Job Performance, Easy to Control, Easy to Understand, Easy to Use, and Credibility of Sources. This factor is called Application Usability.

Factor 3 is formed by eight indicators consisting of Willingness to Depend, Valence, Number of Reviews, Integrity, Competence, Benevolence, Excitement, and Quality of

Arguments. This factor is called Virtual Environment.

Factor 4 is formed by 5 indicators consisting of Digital Marketing, Content Marketing, Continuous Marketing, Personalized Marketing, and Sincerity. This factor is called Omnichannel Marketing.

Hypothesis Testing

Based on the results of the hypothesis testing presented in Appendix 4, it was found that all 36 indicators can be used in the analysis to identify the factors influencing the Transaction Behavior Drivers of Shoe Washing Services via Social Commerce Platforms. The feasibility of this analysis is demonstrated by the Measure of Sampling Adequacy (MSA) values for each indicator, which are above 0.5. Based on this finding, the hypothesis formulated earlier:

H1 = Perceived Ease of Use, Perceived Usefulness, Online Customer Review, Product Assortment, User Interface, Ease of Transaction, Affiliate Marketing, Consumer Confidence, Brand Personality have a positive influence on the Transaction Behavior Drivers of Shoe Washing Services via Social Commerce Platforms.

This hypothesis can be accepted with the addition of four new factors: namely, Channel Service Integration, which is a combination of the factors Product Assortment, Ease of Transaction, User Interface, and Brand Personality. The second factor formed is Application Usability, which is a combination of the factors of Perceived Ease of Use and Perceived Usefulness. The third factor formed is the Virtual Environment, which is a combination of the factors of Consumer Confidence and Online Customer Reviews. The fourth factor formed is Omnichannel Marketing, which is a combination of the Affiliate Marketing factor.

First Factor

The first factor identified is a new factor called Channel Service Integration, "Channel Service Integration" combines Product Assortment, Ease of Transaction, User Interface, and Brand Personality, reflecting the seamless interplay of these elements. This integration enables customers to access information, complete transactions, communicate with service providers, and receive support consistently across social commerce platforms like Instagram. By creating a cohesive experience, it influences customers' decisions to reuse shoe-cleaning services.

The Channel Service Integration factor is the most dominant, with a variance explained of 20.074%. The most significant subfactor is Depth, indicated by the statement: "I find the information about each type of shoe cleaning service on Instagram complete and clear," with a varimax rotation value of 0.710.

This study's findings relate to the factors driving transactional behavior for shoe cleaning services through social commerce platforms. These factors include Depth, Breadth, ease of learning, minimal effort required to interact with the app, ease of operation, Length, consistency, ruggedness, technology enabling users to find what they need, informativeness, connectivity, personalization, guidance, and sophistication. These findings are supported by the questionnaire results, where 166 respondents (52.9%) strongly agreed on the ease and quick understanding of how to transact for shoe cleaning services on Instagram. Furthermore, 174 respondents (55.4%) felt the information provided was complete and clear, while 151 respondents (48.1%) appreciated Instagram's notification features for providing updates about shoe cleaning services.

In this study, it was found that the majority of respondents using Instagram for shoe cleaning service transactions are students in Bali, totaling 240 individuals. This group is predominantly composed of those with high school or equivalent education, numbering 221 individuals. The correlation between being a student and their educational background is significant, as teenagers and young adults aged 12–25 are the most active group using

Instagram as a social commerce platform.

Students and young adults in this age group are highly familiar with digital technology and actively use social media for transactions. Shoes are essential to their lifestyle, driving demand for cleaning services. Instagram's visually appealing and interactive content meets their preferences, making it easy to explore services, compare prices, read reviews, and communicate with providers, encouraging transactions on the platform.

This, the dominance of respondents who are students with high school education or equivalent reflects a trend where teenagers are the primary customers of shoe cleaning services via social commerce platforms, particularly Instagram. This highlights the significant role of social media in facilitating transactions among younger generations. These findings emphasize the high level of channel service integration among teenagers, demonstrating Instagram's role as the primary platform for transactional processes.

The study reinforces the Technology Acceptance Model (TAM) by Davis (1989), highlighting factors like ease of use, consistency, personalization, and informativeness as drivers of transactional behavior for shoe-cleaning services on social commerce platforms.

Technological advancements have enabled seamless integration of online and offline service channels, enhancing customer convenience in accessing services, choosing offerings, and completing transactions efficiently. This integration ensures intuitive interactions and consistent brand experiences across posts, messages, and payment links. Such a unified approach fosters customer loyalty and boosts transaction frequency on the platform.The findings are corroborated by studies conducted by (Bang et al., 2018; Lee, P. T. Y., Hui, A. P. Y., Lui, R. W. C., & Chau, 2024).

Second Factor

The second factor that emerged is a new factor named "application usability," which combines Perceived Ease of Use and Perceived Usefulness. It is called "application usability" because the usefulness and benefits of social commerce platforms play a key role in encouraging customers to transact. This reflects the complex interplay between these elements. Thus, "application usability" aptly describes how users perceive the utility and benefits of social commerce platforms as crucial in motivating customers to transact for shoe cleaning services.

The "application usability" factor ranks as the second dominant factor, explaining 16.782% of the variance. The most dominant element within this factor is flexibility, as indicated by the statement, "I find it easy to schedule shoe pick-up via direct message on Instagram," with a varimax rotation value of 0.725.

This study's findings relate to factors driving transactional behavior for shoe cleaning services via social commerce platforms, influenced by several indicators, including Perceived Ease of Use and Perceived Usefulness. This is supported by questionnaire results, where 172 respondents (54.8%) strongly agreed that features enhancing transaction efficiency were helpful, and 177 respondents (56.4%) agreed that the platform's accessible and easy-to-understand features facilitated shoe cleaning service transactions through Instagram.

Furthermore, data on the respondents' educational background and dominant occupation—students, numbering 240 individuals in Bali—reinforces the finding that teenagers dominate the user base for shoe cleaning services via Instagram. This closely aligns with the fact that most respondents (221 individuals) have completed high school education or its equivalent, indicating that teenagers with a secondary education background are more likely to use social media for transactions.

The connection between student status and education level can also be explained through teenagers' consumption patterns and habits of interacting with technology. Students are generally more familiar with digital platforms and tend to adopt new technologies more

quickly. Instagram, as one of the most widely used social commerce platforms, offers an easier and more efficient transaction experience, especially with features that support instant transactions and direct communication with service providers.

Teenagers' proficiency in using technology contributes significantly to high application usability. Their ability to navigate platforms like Instagram allows for quicker and more efficient shoe-cleaning transactions compared to traditional methods, making the process more practical and accessible. This highlights Instagram's role in enhancing transactional efficiency, with usability as a key factor in facilitating interactions with service providers. Technology Acceptance Model (TAM), which underscores factors such as flexibility, ease of use, speed, and understandability in driving transactional behavior. As technology advances, consumers increasingly prefer platforms that offer efficiency and time savings, with application usability ensuring seamless transactions on platforms like Instagram. This is corroborated by studies conducted by (Leonelli et al., 2022).

Third Factor

The third factor identified in this study is a new factor named The "Virtual Environment" factor combines Consumer Confidence and Online Customer Reviews, reflecting the digital ecosystem shaped by consumer interactions with shoe-cleaning services on platforms like Instagram. This term captures how trust, information, and supportive elements in the digital space influence virtual transactions and consumer experiences.

The Virtual Environment factor is the second most dominant, with a variance explained of 12.562%, following the leading factor, Willingness to Depend. This is exemplified by the statement: "I am willing to rely on Instagram as the primary source of information for shoe-cleaning services," which has a varimax rotation value of 0.642.

The findings of this study relate to factors driving transactional behavior for shoe-cleaning services on social commerce platforms, influenced by several indicators, including Consumer Confidence and Online Customer Reviews. This is supported by survey results showing that 159 participants (50.6%) strongly agree with relying on Instagram as the main source of information about shoe-cleaning services, while 172 participants (54.8%) believe that reviews on Instagram generally reflect honest assessments of these services.

The majority of respondents participating in this study were students from Bali, totaling 240 individuals, most of whom had a senior high school education or equivalent (221 individuals). The relationship between student status and educational level suggests that teenagers, particularly those pursuing high school education, exhibit a high level of engagement with shoe-cleaning services through social commerce platforms like Instagram. This demographic, aged 12 to 25 years, is generally well-acquainted with digital environments and social media, including Instagram, as an integral part of their daily lives.

Teenagers, especially students, view shoes as an essential part of their lifestyle for school, campus, or social activities. Instagram offers an interactive experience, enabling easy access to information, reviews, and service provider trust-building. Features like visual posts, testimonials, and direct messaging make students more confident and comfortable using Instagram for shoe-cleaning transactions.

The use of social commerce platforms also reflects the high rate of technological adaptation among teenagers, who leverage the advantages of the virtual environment to seek information and conduct transactions. With easier access and more interactive experiences, Instagram becomes their primary choice for transactions, especially for services related to lifestyle needs, such as shoe cleaning.

The findings of this study support the Technology Acceptance Model (TAM) proposed by Davis (1989), which serves as the foundational theory for this research. TAM emphasizes that factors such as Depth of Willingness to Depend, Valence, Review Volume, Integrity, Competence, Benevolence, Excitement, and Argument Quality play a significant role in driving

transactional behavior for shoe-cleaning services through social commerce platforms.

In the process of technological development, the Virtual Environment has become essential for teenagers in choosing services, including shoe-cleaning transactions through social commerce platforms. Teenagers use Instagram to seek information, compare services, and read reviews from other users, thereby building a sense of security and trust when conducting online transactions.

Fourth Factor

The fourth factor identified in the study is a new factor named " Omnichannel marketing combines affiliate marketing elements and connects multiple platforms, enabling consistent and seamless consumer interactions. This approach integrates social media, apps, and websites, creating a cohesive experience for shoe-cleaning service users on platforms like Instagram. The omnichannel marketing factor ranks as the second most dominant factor, explaining 11.212% of the variance, with digital marketing being the most dominant factor. One notable indicator of digital marketing reads, "I believe digital marketing via Instagram is effective in drawing attention to shoe-cleaning services," with a varimax rotation value of 0.722.

The study's findings reveal that omnichannel marketing is one of the factors driving consumer behavior in shoe-cleaning service transactions on social commerce platforms. This is supported by questionnaire results, which indicate that 181 respondents, or 57.6%, strongly agree that digital marketing via Instagram effectively draws attention to shoe-cleaning services. Most of the respondents in this study were students in Bali, totaling 240 individuals, 221 of whom had a high school education or equivalent. The relationship between student status and education level demonstrates that teenagers, especially high school and college students, are highly active users of social commerce platforms like Instagram for conducting shoe-cleaning service transactions. Their digital activities, including searching for information, reading reviews, and making direct transactions, are highly prevalent among this demographic.

These findings are further supported by observations indicating that teenagers aged 12–25, who constitute the largest consumer group in this study, exhibit a strong tendency to use Instagram as a medium for brand interaction. They frequently engage in digital activities such as seeking recommendations, reading testimonials, and choosing shoe-cleaning services based on reviews available on the platform. This connection shows that teenagers are more satisfied when they can interact with brands consistently across various channels.

Omnichannel marketing in shoe-cleaning services offers teenagers an interactive and seamless experience across platforms like Instagram, improving access to information and transaction ease. This boosts engagement and satisfaction, making it a key factor in the transaction behavior of students and college students on social commerce platforms.

The study aligns with the Technology Acceptance Model (TAM), which highlights that factors like digital and personalized marketing influence consumer behavior in shoe-cleaning service transactions on social commerce platforms. Technological advancements have enabled omnichannel marketing on platforms like Instagram, offering a seamless experience, easier access to information, and improved transaction convenience. By personalizing interactions, omnichannel marketing fosters trust and loyalty, driving consumer transactions. In the context of this study utilizing the TAM framework, omnichannel marketing acts as an external factor influencing perceived ease of use and perceived usefulness, which in turn drive customers' transaction decisions.

Conclusion

From the nine factors with 36 indicators that were analyzed, four new factors were

formed that reflect the nine factors with 36 indicators that can be used to examine the Drivers of Behavior in Shoe Cleaning Service Transactions through Social Commerce Platforms. These are: 1) **channel service integration factor**, formed by fourteen indicators, including Depth, Breadth, Learnability, Ease of Interaction with the application, Operability, Length, Consistency, Ruggedness, Technology ease in finding what users are looking for, Informativeness, Connectivity, Personalization, Guidance, and Sophistication. 2) **application usability factor**, formed by nine indicators, including Flexibility, Makes the job easier, Works more quickly, Job performance, Easy to control, Easy to understand, Easy to use, and Source credibility. 3) **virtual environment factor**, formed by eight indicators, including Willingness to Depend, Valence, Number of Reviews, Integrity, Competence, Benevolence Excitement, and Argument Quality. 4) **omnichannel marketing factor**, formed by five indicators, including Digital Marketing, Content Marketing, Continuous Marketing, Personalized Marketing, and Sincerity. Conclusions should answer the objectives of the research. Tells how your work advances the field from the present state of knowledge. Without clear Conclusions, reviewers and readers will find it difficult to judge the work.

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