

Applying Diffusion of Innovation in Online Purchase Intention Through Social Network: A Focus Group Study of Facebook in Lombok Indonesia

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Abstrak— *This paper aims to determine the factors of online purchasing intention, to analyze the relationship between online purchase intention, and to examine the most influential factors that affect online purchase intention through social networks; a focus group study of Facebook in Lombok Indonesia. The quantitative method was chosen in this research as it is based on objective facts, numerical data, and statistics. The outcomes obtained will be more valid, reliable, and dependable. In this paper, software Statistical Package for Social Science (SPSS) version 25.0 software was used to evaluate and interpret the results of a questionnaire that had been distributed to 300 respondents. There are several analytical methods used in this study, namely reliability analysis, descriptive statistics, person correlation analysis, and multiple linear regression. The results showed that the dependent variable (PI) had a significant relationship with the independent variables (RA, CP, TR, OB, CL, and PR). Meanwhile, only the two most influential variables are OB and PR. Observability is the first most influential factor influencing online purchase intention through social networks; Facebook focus group study. Based on the results of the coefficient analysis, the beta value of observability is 0.350, then followed by the perceived risk of 0.319. Multiple regression analysis has proven that OB has the most influence on online purchasing intention through social networks, and the last one is PR with the most influence on online purchasing intention.*

Keywords: *Online purchase intention, Social networks, Facebook, Diffusion of innovation, Adoption of Technological Innovations, Innovation Decision Process, Perceived Risk, Indonesia.*

1. INTRODUCTION

Following the times, technologies and information systems are rising rapidly. Information technology is now internet-based so that it is easy to do anything anytime from wherever. Entrepreneurs or business people are using the latest technical developments to grow their businesses and boost their efficiency. Globally the number of internet users increased. A report by the International Telecommunication Union (ITU) indicated that the number of worldwide internet users was 3.9 billion, exceeding half of the world's population (APJII, 2020).

Along with the rise in the amount of social media users, Indonesia ranks third in the world in terms of Facebook users, with 140 million members (Anisa, 2019). Meanwhile, according to predicted internet data, Indonesia's internet market has risen 60-70 percent every year since 2014 and is predictable to grow from \$ 8 billion in 2016 to \$ 60 billion by the end of 2022 (Macquarie Research, 2017). Furthermore, a significant majority of online shoppers (79%) using mobile devices for e-commerce transactions (Hoppe et al., 2016).

Facebook (FB) has become the social media most often used in e-commerce transactions. The outcomes of a PayPal study in 2017 presented that 92% of sellers use Facebook in e-commerce transactions. Online shopping is part of the buying activity and has become a lifestyle in today's era with the ease and effectiveness it offers. Meanwhile, purchasing activity is the result of the purchase action of a series of steps that are carried out before the item is purchased. Purpose to purchase is a key factor in understanding customer purchasing habits. Determination to buy is a conscious calculation of the ability of the customer to buy a good or service (Ajzen, 2019).

On the other hand, innovation is characterized as a concept, activity, or entity that is viewed by a person or other adoption unit as having new values. (Rogers et al., 2019). Innovation has become a part of life. Including in running an online business, business people use innovation to maintain their business, and innovation is also used by business people in terms of increasing buyer interest. Sardana (2016) affirms that innovation is one of the key components of the growth of a

business because it creates revenue which in turn creates profitability.

Permatasari & Kuswadi (2017) argued that social media is seen as a phenomenon that could impact buyers to any extent in the shopping process and the effect of purchase intentions is also, influenced by projected risk and perceived benefit. Kshetri (2016) stated it also indicated that by offering internet or interacting platforms that offer acceptable space and good access, social media can establish good partnerships to communicate and retain their users. Therefore in the minds of customers, firms would have more meaning and cause them to make purchases.

2. RESEARCH METHODS

In this research, the quantitative method was used since it is based on objective facts, numerical data, and statistics. The obtained results will be more legitimate, reliable, and consistent. In this research, the researcher's primary data will be survey questionnaires. The researcher will distribute, collect, analyze and interpret the questionnaire from a focus group study of Facebook in Lombok, Indonesia. The data collected will be used to Applying Diffusion of Innovation in Online Purchase Intention through Social networks: A Focus Group Study of Facebook. The survey method is the research strategy used in this paper. The primary data source used is in the form of a questionnaire. Analyzing data using descriptive analysis can help researchers gather useful data from respondents and save costs. The questionnaire was distributed to 300 respondents who have used Facebook to shop in the Lombok region via social media platforms such as Facebook.

The researchers will utilize convenience sampling, also known as non-probability sampling, in this research. Convenience sampling allows researchers to obtain data from respondents in a more efficient and streamlined method that can be accessed immediately. Researchers can distribute questionnaires online to conduct surveys. Researchers only need to send a questionnaire link to potential respondents via email or social media platforms. After the respondent has completed the task of identifying the questionnaire, they can write down the response in a secure online environment. This method is quick and easy to follow, and it aids the researcher in collect the data.

According to Hair et al. (2017), 100 is the minimum sample size to conduct the research. Besides, the researcher has faced the COVID19 pandemic which limits the ability of the researcher to collect data. Hence, the researcher only selects 300 respondents that have met the research required to answer the survey. The sample size chosen can help the researcher to eliminate not reliable data answered by respondents and provide a smaller margin of error. The age of the respondent is not limited in this research. In this reseach, a cross-sectional study was chosen to study Applying Diffusion of Innovation in Online Purchase Intention through Social Network: A Focus Group Study of Facebook in Lombok, Indonesia.

Lombok was used as a research location for this reseach. Lombok Island in West Nusa Tenggara (NTB) is one of the islands in Indonesia. Internet users in Indonesia continue to experience an increase, including in Bali and West Nusa Tenggara. High adoption of the internet is believed to be an instrument for the country's economic growth. Through the internet, many opportunities can be created such as sales made from the internet and purchasing decisions made by consumers that will bring profits to the seller. Therefore, a survey using a questionnaire will be conducted. Distributed via Google Drive to respondents who have used internet media, namely Facebook, in making purchases of goods in the Lombok region. The researcher did not limit the number of purchases made using Facebook, as long as the respondent had made a purchase they had the right to answer the questionnaire.

The questionnaire was structured to provide a basis for the types of questions to be answered with the specific objectives of this study. Questions will be made in Indonesian and English versions because the researcher will distribute the questionnaire in Indonesia to make it easier for respondents who do not understand English. Besides, to make respondents feel comfortable answering questions, the questionnaire will begin with the research objectives and the researcher's contact information.

The questionnaire is categorized into 3 sections: Section A, Section B, and section C. Section A will collect background information about respondents such as gender, age, education level, and employment position. Section B will include the creation of a questionnaire in the form of a Likert scale, as illustrated in this Table. The questions will be based on independent variables the factors affecting the adoption of technological innovations. Section C will also include a Likert scale for the statement for the dependent variable, namely Purchase Intention. The questionnaire for the trial and actual survey will be delivered only through Google Form to respondents in the Lombok region.

Trials may be used by researchers to see if the questionnaire makes sense. In a series of experiments, the questionnaires will be checked on 30 participants. The feedback received is expected to improve the questionnaire before it is distributed to the target respondents. Via trials, the preferred accuracy head discovered several comments to improve the contents of the questionnaire.

The consistency head, on the other hand, made no comments about the questionnaire's accuracy because, given the constraints of making prospective respondents understand the questions easily, all of the comments needed to do was restate a few comments. An updated questionnaire was produced for the final version, which was then used for the actual survey, based on these suggestions.

A systematic approach to identifying and tabulating research data that employs a range of techniques is known as data analysis. It will be necessary to evaluate and interpret the questionnaire results in this study, and the Statistical Package for Social Science (SPSS) software version 25.0 will be utilized. SPSS can handle large amounts of data and can make various internal management impacts to make the data collection and tabulation measurement process simpler. Researchers will use SPSS to assess the data's reliability, accuracy, and validity while testing hypotheses and administering questionnaires for this study. Researchers may use a table that summarizes descriptive statistics results to answer research questions and achieve research objectives. In addition to descriptive statistics, the data will be analyzed using Pearson correlation and linear regression

3. RESULTS AND DISCUSSION

Pilot Test

The researcher has distributed 30 questionnaires for pilot testing. A pilot test can be used to develop questionnaires as well as get an understanding of whether the questionnaires appear to make sense. Following that, SPSS 25.0 will be used to check whether the data collected is valid and reliable. Cronbach's Alpha will be used by the researcher to determine how strongly the variables are positively correlated with one another. In general, the range of coefficient alpha is 0 to 1 (Hair et al., 2017) suggested that the alpha value be greater than 0.7. To obtain more reliable research, the value should be more than 0.80

Reliability Statistic for Pilot Test of 30 respondents

Table 1. Reliability Statistics
Cronbach's Alpha N of Items

.925	30
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Source: Output from SPSS

According to Table 1.1, 30 numbers of items from the questionnaires answered by 30 respondents are evaluated. The Cronbach's Alpha of 0.925 is categorized as high reliability as the value is more than 0.80. This result indicates that the questionnaires are acceptable and reliable.

Relative Advantage

According to Table 1.2, the Cronbach's Alpha for RA is 0.940, which is greater than 0.7. As a result, it demonstrates that all responders have a thorough understanding of the questions given

Table . 2 Reliability Statistic for RA Pilot Test
Reliability Statistics

Cronbach's Alpha	N of Items
.940	5

Source: Output from SPSS

Table . 3 Item-total Statistics for RA Pilot Test
Item-Total Statistic

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RA1	184.000	12.317	.867	.921
RA2	182.333	12.461	.858	.923
RA3	183.000	12.286	.840	.927
RA4	182.667	13.237	.841	.927
RA5	184.000	12.938	.797	.934

Source: Output from SPSS

Complexity

As shown in Table 1.4 the Cronbach's Alpha for CP is 0.960. The result is greater than 0.7, indicating that the questionnaire's statement is suitable for this research.

Table . 4 Reliability Statistic for Complexity Pilot Test
Reliability Statistics

Cronbach's Alpha	N of Items
.960	5

Source: Output from SPSS

Table 1. 5 Item-total Statistics for CP Pilot Test
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CP1	184.000	21.145	.914	.948
CP2	183.333	22.092	.905	.948
CP3	182.667	23.789	.913	.949
CP4	180.333	23.895	.820	.962
CP5	181.667	22.833	.909	.948

Source: Output from SPSS

Trialability

This can be seen in Table 4.6 the Cronbach's Alpha for TR is 0.952. This indicates that the researcher can continue with this variable because the value is more than 0.7.

Table . 6 Reliability Statistic for TR Pilot Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.952	5

Source: Output from SPSS

Table . 7 Item-total Statistics for PR Pilot Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TR1	174.000	17.628	.807	.950
TR2	175.333	17.982	.845	.945
TR3	175.333	15.637	.903	.934
TR4	175.667	16.254	.855	.943
TR5	174.333	15.978	.938	.927

Source: Output from SPSS

Observability

Based on Table 4.8, the Cronbach's Alpha for observability is 0.960 which is the result is equal with complexity. That indicates the questionnaires that have been distributed are reliable for this research.

Table . 8 Reliability Statistic for OB Pilot Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.960	5

Source: Output from SPSS

Table . 9 Item-total Statistics for OB Pilot Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OB1	185.000	20.879	.833	.960
OB2	185.667	21.426	.904	.949

OB3	185.333	20.395	.937	.942
OB4	185.333	20.464	.929	.944
OB5	186.667	19.678	.855	.958

Source: Output from SPSS

Compatibility

By referring to Table 4.10, the Cronbach’s Alpha for Compatibility is 0.980 which is the first highest among the variables. That shows among other variables, Compatibility is the most reliable variable

Table . 10 Reliability Statistic for Compatibility

Reliability Statistics	
Cronbach's Alpha	N of Items
.980	5

Source: Output from SPSS

Table . 11 Item-total Statistics for CL Pilot Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CL1	178.000	26.028	.946	.974
CL2	177.667	25.633	.932	.976
CL3	177.333	25.926	.951	.973
CL4	177.333	25.099	.956	.972
CL5	176.333	25.757	.917	.978

Source: Output from SPSS

Perceived Risk

Table 4.12 shows the Cronbach’s Alpha for Perceived Risk is 0.962 which is the second-highest of the variables. This proves that the questionnaires statement is reliable for this research.

Table . 12 Reliability Statistic for Perceived Risk

Reliability Statistics	
Cronbach's Alpha	N of Items
.962	5

Source: Output from SPSS)

Table . 13 Item-total Statistics for Perceived Risk

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	175.667	25.702	.901	.952
PR2	174.667	27.085	.886	.955
PR3	173.333	25.402	.945	.945
PR4	170.333	25.895	.832	.964
PR5	171.333	26.120	.911	.950

Source: Output from SPSS

Purchase Intention

Referring to Table 4.14, the variable shows Cronbach's Alpha has an alpha value of 0.916 for PI. This result is the fourth highest of all variables. This shows that PI is a reliable variable.

Table . 14 Reliability Statistic for PI Pilot Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	5

Source: Output from SPSS

Table . 15 Item-total Statistics for PI Pilot Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	179.333	21.720	.815	.955
PI2	178.667	22.947	.900	.938
PI3	176.000	22.248	.946	.930
PI4	176.000	22.593	.884	.940
PI5	174.000	23.766	.829	.949

Source: Output from SPSS

Reliability Test

In this study, researchers used a reliability test to get more stable and consistent results. Acceptability and reliability of the data built for research purposes using Cronbach's Alpha. From the use of reliability tests, researchers will find that whether the questionnaires distributed to respondents are acceptable, consistent, and accurate. The alpha value that must be achieved is greater than 0.70

and to get a more reliable research the researcher must get an alpha value higher than 0.80.

After the questionnaire was distributed to 300 respondents, in Table 4.16 it can be seen that both the independent and dividend variables have an alpha value of more than 0.7. The table shows that Compatibility has an alpha value of 0.964 which is the highest of all variables which indicates that it is the most reliable variable. The second variable is Complexity with an alpha value of 0.958, meanwhile, Trialability and Purchase Intention have the same alpha value of 0.954 which indicates that these two variables are reliable.

Table . 16 Reliability Statistic for 300 respondents
Reliability Statistics

Cronbach's Alpha	N of Items
.950	300

Source: Output from SPSS

Table . 17 Reliability Statistic for each variable
Reliability Statistics

ALL VARIABLES	Cronbach's Alpha Value	N of items
Relative Advantages	0.921	5
Complexity	0.958	5
Trialability	0.954	5
Observability	0.950	5
Compatibility	0.964	5
Perceived Risk	0.951	5
Purchase Intention	0.954	5

Source: Output from SPSS

According to table 4.16, the alpha value of 0.950 shows that the questionnaires have high reliability in this research and all respondents can understand the questions well.

Descriptive Analysis of Demographic

Descriptive analysis is used to analyze the demographics background of 300 respondents (N=300). Respondents' background including gender, age, education level, occupation, occupation, and frequency of using Facebook to purchase.

Gender

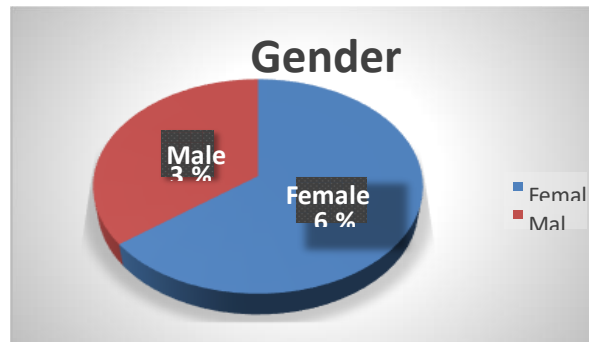


Chart 1. 1 Percentage of Gender

Based on Chart 1.1, the overall number of respondents was 300, with 65 percent of them being female (194 respondents), and 35 percent, or 106 respondents, being male. Females who took part in this study had a greater rate of participation, according to the findings.

Age

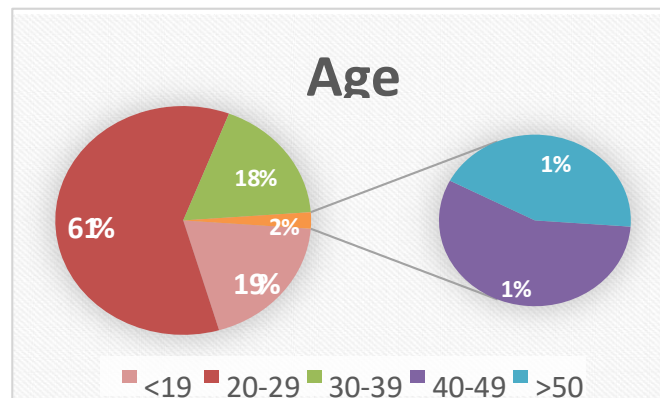


Chart 1. 2 Percentage of Age

On the basis of Chart 4.2, the age groups have been grouped into five categories. As a whole, the majority of responders (61 percent) belonged to the age range of 20-29. Then there are 19 percent of respondents who are under the age of 19 and 18 percent of respondents who are between the ages of 30 and 39 years old. One percent of responders are between the ages of 40 and 49, and one percent are between the ages of 50 and above.

Educational Level

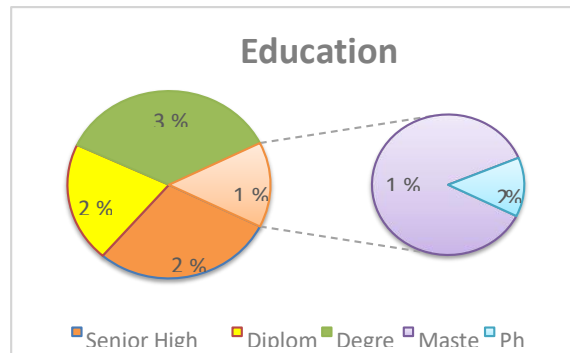


Chart 1. 3 Percentage of Educational Level

From Chart 4.3 the majority of respondents who filled out the questionnaire distributed at the Degree level were 35%. The second position is respondents from Senior High School level, amounting to 29%. The ranking was then followed by 21% with Diploma level and 13% from Masters Level and finally 2% for Ph.D. respondents.

Occupation

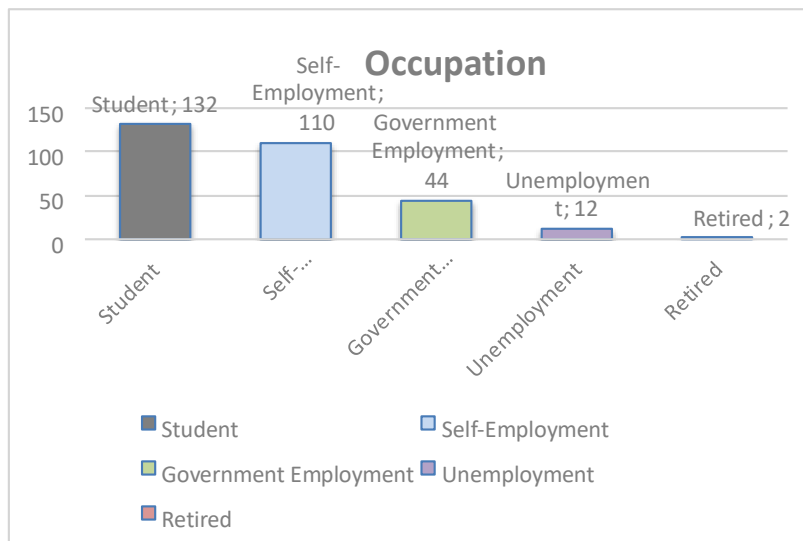


Chart 1. 4 Frequency of Occupation

Chart 1.4 proved that the respondents mostly are a student which was 132 respondents from 300 respondents. There are 110 respondents in the Self-Employment category for the second place respondents. This is followed by 44 respondents who are Government Employment, 12 respondents who are Unemployment, and only two respondents who are retired.

Frequency of Using Facebook to Purchase

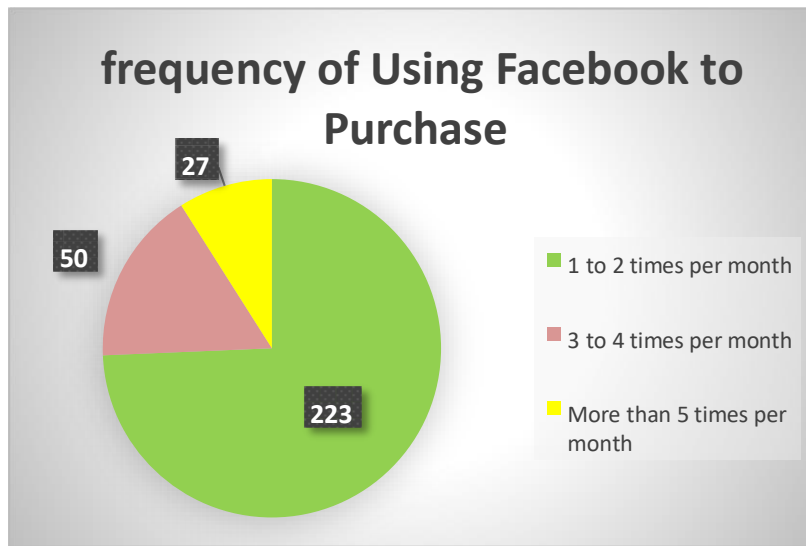


Chart 1. 5 Percentage of Using Facebook to Purchase

Referring to Chart 4.5, it was discovered that 223 respondents, or 74 percent, used Facebook to make one-to-two purchases each month, and 50 respondents, or 17 percent, used Facebook to make three-to-four purchases per month, respectively. Among the respondents, only 27 (9.0 percent) said they used Facebook to make purchases more than five times per month.

Descriptive Analysis

Table 1. 18 Descriptive Analysis

Descriptive Statistics

	N	Mode	Median	Mean	Standard Deviation
Relative Advantage	300	28	27	25.6	4.57
Complexity	300	28	27	25.5	5.21
Trialability	300	28	27	24.4	5.63
Observability	300	28	27	25.4	5.27
Compatibility	300	28	27	24.7	5.94
Perceived Risk	300	28	27	24.8	5.49
Purchase Intention	300	28	27	24.8	5.55

Source: Output from SPSS

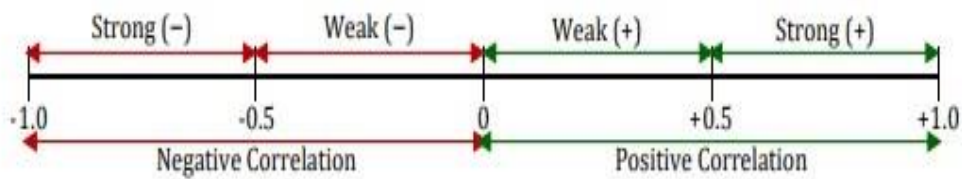
According to Nerkhede (2018) through summarizing and organizing the total data collected, descriptive statistics make data easier to understand. Table 4.18 is the result generated by using

SPSS and from descriptive statistics of independent variables and dependent variables. The independent variables were RA, CP, TR, OB, CL, PR while the dependent variable was PI. From the table above, RA gets the highest mean value which was 25.6 It showed that most of the respondents agreed that the RA variable had the most influence on the PI. CP with the mean values of 25.5 ranked second which was then followed by OB with the mean value of 25.4 ranked third than for PI (dependent variable), the mean value of 24.8 is ranked fourth. PR has a mean value of 24.8 ranked fifths. CL with a mean value of 24.7 ranks sixth, the last one is TR is the lowest in the independent variable with a mean value of 24.4.

Pearson Correlation Coefficient Analysis

According to Kumari and Yadav (2018), The correlation coefficient "r" in correlation analysis is a dimensionless number with values ranging from -1 to +1. A value closer to -1 indicates a negative or inverse relationship, while a value closer to +1 indicates a positive relationship. The Pearson correlation is used when the data has a normal distribution.

Figure 1. 1 Strength of the Correlation Coefficient



Source: Gogtay and Thatte, 2017

The correlation between variables is shown in the following table, 1.19. This approach enables researchers to select variables that are "good." Stronger reliability and a better relationship between the correlated variables are indicated by a higher value of the coefficient. Perceived risk and purchase intention have the strongest positive relationship among other independent variables with values of $r = 0.879$ and $p = 0.000$. The second is OB and PI with r value = 0.877 and $p = 0.000$, followed by CL with PI which has a positive relationship with r value 0.873 and p -value 0.000 . TL also has a positive relationship with PI from the data showing that the r -value is 0.851 and p -value is 0.000 , for the fifth-order is RA and PI with $r = 0.795$ and $p = 0.000$ then CP and PI with $r = 0.772$ and $p = 0.000$. Although CP is the last order CP has a positive relationship with PI. From these data, the researcher can conclude that all independent variables in this study (RA, CP, TR, OB, CL, PR) have a significant relationship with the dependent variable (PI). The findings also show that there is a correlation between all variables. The highest correlation value was PR followed by other independent variables (OB, CL, TL, RA, CP) which also correlated with purchase intention.

Multiple Regression Analysis

Multiple regression analysis was used in this study to see the effect of six independent variables on the determined dependent variable. This analysis is used to determine the result of the effect obtained from the independent variable and the dependent variable. So that the third research objective is to identify the most influence factors of online purchase intention through social networks; a focus group study of Facebook can be achieved through Multiple Regression Analysis.

Table . 20 Model Summary of Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.911 ^a	.830	.827	2.31075	.830	239.257	6	293	.000

a. Predictors: (Constant), PR, CP, RA, OB, TR, CL

Source: Output from SPSS

Based on Table 4.20, a positive R value of 0.911 indicates that there is a relationship between the PR, CP, RA, OB, TR, CL variables with the PI variable in this study. In addition, the summary of the model shows that R square = 0.830, which indicates that 83% of the variance in the dependent variable (PI) can be explained by the independent variables (RA, CP, TR, OB, CL, and PR).

Table . 21 ANOVA Table

		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7665.149	6	1277.525	239.257	.000 ^b
	Residual	1564.488	293	5.340		
	Total	9229.637	299			

a. Dependent Variable: PI

b. Predictors: (Constant), PR, CP, RA, OB, TR, CL

Source: Output from SPSS

ANOVA or analysis of variance is a statistical test conducted by researchers to see differences in groups when there is one parametric dependent variable and one or more independent variables to be tested. Based on Table 4.21 above, the value of the F-test result was 239.257 with a significant p-value of 0.000 which is below 0.05 alpha levels. According to (Kim, 2017), If p values are less than 0.05 then it is significant and if the pvalue is more than 0.05 then it is not significant. Therefore, there is a statistically significant difference between the dependent variable (PI) and independent variables (RA, CP, TR, OB, CL, and PR).

Hypothesis Testing

Regression analysis will be used in this study to determine the validity of the hypothesis. The hypothesis can be accepted if the t-value exceeds 1.96 and the p-value is less than 0.05 while there is no significant effect of the independent variable and the dependent variable if the p-value is greater than 0.05. All independent variables (RA, CP, TR, OB, CL, and PR) and dependent variables (PI) in this research will be evaluated. Table 4.22 shown the t-value and p-value of all variables.

**Table . 22 Coefficients Table
Coefficients a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.077	.786		.098	.922
	RA	.103	.067	.085	1.541	.124
	CP	-.010	.056	-.009	-.171	.864
	TR	.084	.066	.085	1.278	.202
	OB	.368	.066	.350	5.602	.000
	CL	.119	.072	.128	1.661	.098
	PR	.322	.074	.319	4.338	.000

Source: Output from SPSS

**Table . 23 Summary of Hypothesis testing
Hypothesis**

Hypothesis	Results
Hypothesis 1:	
H ₀ : Relative advantages have no significant relationship with the online purchase intention through Facebook.	H10 is rejected.
H ₁ : Relative advantages have a significant relationship with the online purchase intention through Facebook.	H11 is accepted.
Hypothesis 2:	
H ₀ : Compatibility has no significant relationship with the online purchase intention through Facebook.	H10 is rejected.
H ₁ : Compatibility has a significant relationship with the online purchase intention through Facebook.	H11 is accepted.

Hypothesis 3:

- H₀: Complexity has no significant relationship with the online purchase intention through Facebook. **H10 is accepted.**
- H₁: Complexity has a significant relationship with the online purchase intention through Facebook. **H11 is rejected.**

Hypothesis 4:

- H₀: Trialability has no significant relationship with the online purchase intention through Facebook. **H10 is rejected.**
- H₁: Trialability has a significant relationship with the online purchase intention through Facebook. **H11 is accepted.**

- H₀: Observability has no significant relationship with the online purchase intention through Facebook. **H10 is rejected.**
- H₁: Observability has a significant relationship with the online purchase intention through Facebook. **H11 is accepted.**

- H₀: Perceived risk has no significant relationship with the online purchase intention through Facebook. **H10 is rejected.**
- H₁: Perceived risk has a significant relationship with the online purchase intention through Facebook. **H11 is accepted.**

CONCLUSION

The first research objective in this study was to determine the factors of online purchase intention through social networks; Facebook focus group study in Lombok Indonesia. Many journals and scientific papers have been read to achieve the first goal. Similar research was conducted by Choshaly (2019) with Topic Applying innovation attributes to predict purchase intention. This study uses the theory of diffusion and innovation in research that has been done to explain the factors that influence consumer innovation adoption intentions. Because little is known about how customer interest and enthusiasm can be noticed. This shortcoming is a concern because considering customer interest and enthusiasm has a direct influence on long-term profitability.

In the context of making purchases online, Han and Kim (2017) said the risks felt by each individual will be different including privacy, product, security, social/psychological and time, in making transactions, users are worried that they will lose money after making temporary transactions with products or goods is not accepted, privacy is important because it concerns the user's data, product suitability is also questioned because purchases made are not like making purchases in stores in general.

The conclusion from the research that I have done is that perceived risk is a factor of online purchasing intention. Because perceived risk is directly related to consumers about how they accept the perceived risk. If individuals believe and have comfort in a product or result of a

technology that will be used, consumers will adopt the result of that technology. The lower the level of perceived risk acceptance and posed by the use of technology and innovation, the faster the technology is adopted.

The second objective to analyze the relationship between online purchase intention through social networks; a focus group study of Facebook in Lombok Indonesia. **H1:** Relative advantages have a significant relationship with the online purchase intention through Facebook.

A statistically significant positive relationship exists between RA and PI, as demonstrated by the results of this study. Hypothesis H1 is therefore accepted with an $r=0.795$ and at a statistically significant level of $p=0.000$. This indicates that Facebook users are agreed with making purchases via Facebook is more informative. They know making purchases using Facebook is faster. Making purchases using Facebook saves more time and money. They are more comfortable using Facebook to make purchases. **H2:** Compatibility has a significant relationship with the online purchase intention through Facebook. On the result of Pearson correlation analysis, CP has a correlation coefficient of $r=0.772$, which is statistically significant at $p=0.000$. As a result, there is a statistically significant relationship between CP and PI. Through the results, it has shown that previous experience made them make purchases again. Using Facebook to make purchases fits perfectly into the way they want to buy. In the current situation, they prefer to use Facebook to make purchases. **H3:** Complexity has a significant relationship with the online purchase intention through

Facebook. According to the findings, there is a statistically significant and strong positive relationship between CL and PI. As a result, hypothesis H1 is accepted with a correlation coefficient of 0.873 and at a statistically significant level of $p=0.000$. This shows that it is not difficult for them to use Facebook to make purchases. Making purchases using Facebook is not confusing. It's not complicated when making purchases using Facebook. Making purchases using Facebook is easy to understand. Making purchases using Facebook is more attractive. **H4:** Trialability has a significant relationship with the online purchase intention through Facebook. The obtained results indicate that there is a statistically significant positive relationship between TR and PI, with the value of $r=0.851$ and $p=0.000$ between the two variables. Consumers are fast comfortable making purchases on Facebook from the first purchase. Less risk of the product not arriving after purchasing on Facebook. There is less risk of fraud on Facebook. There is less risk of fraud on Facebook. **H5:** Observability has a significant relationship with the online purchase intention through Facebook. After doing a regression analysis, it was discovered that there is a statistically significant positive relation among OB and PI with the coefficient of correlation being 0.87 and $p=0.000$. Consumers' agree about making purchases via Facebook allows them to see comments from people who have made purchases. Through Facebook, they can see other people have received the product they purchased. Making purchases via Facebook is more flexible. **H6:** Perceived risk has a significant relationship with the online purchase intention through Facebook. The result analysis reveals that there is a significantly strong positive relationship between Perceived risk and PI with $r=0.879$ and $p=0.000$. The user expresses his feelings that they feel safe when making purchases via Facebook. Purchasing on Facebook carries a lower level of risk. Buying via Facebook never harms them in the transaction process. Purchasing via Facebook has never brought fear to the customer during the purchase or after the purchase.

The Third Objective is to examine the most influential factors that affect online purchase intention through social networks; a focus group study of Facebook in Lombok Indonesia. The results of multiple regression research prove that of the 6 variables that have been studied, only two variables have the most influence. Observability is the first most influential factor that influences online purchasing intention through social networks; a focus group study of Facebook. According to the outcomes of the coefficient analysis in Chapter 4, the beta value of observability is 0.350, followed by the beta value of perceived risk, which is 0.319. Multiple regression analysis has proven that OB has the most influence on online purchasing intention through social networks, and the last one is PR with the most influence on online purchasing intention.

In conclusion, by using the questionnaire survey method all research objectives were achieved. In this study, all the variables RA, CP, TR, OB, CL, and PR proved to have a significant relationship with online purchasing intention through social networks; a focus group study of

Facebook. Positive coefficients derived from the study's findings suggest that all components are positively correlated to one another. It was discovered that Observability is the most influential factor impacting online purchasing intention out of the six independent variables examined in the study, according to the findings. The researcher also discussed the limitations of the study that were discovered. Suggestions for future research have been made to allow for the conduct of more professional research to be undertaken.

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