FACTORS INFLUENCING CONSUMERS' ONLINE PURCHASE INTENTION IN SOCIAL COMMERCE AMONG MILLENNIALS IN MALAYSIA

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ABSTRACT

People's confidence is gradually decreasing towards the consumers' online purchase intention in social commerce. This is because there is more and more fraud occurring in social network and lead to people do not trust anymore on online purchase. This study aims to determine the three factors that will influence the consumers' online purchase among millennials in social commerce in Malaysia, which include trust, perceived ease of use and perceived usefulness. Quantitative research is adopted in this study by distributing questionnaire to 387 respondents. In this research, SPSS is used for the analysis of the data collected. The analysis that included descriptive analysis, normality test, reliability test, correlation analysis and regression analysis. The descriptive analysis was to analyse the respondents' information. Normality test and reliability test were conducted to ensure the data are normally distributed and reliable. Correlation analysis and regression analysis were to determine the relationship between the dependent variable and independent variable, as well as the impact of the independent variables on the dependent variable. The result of this research was the factors of trust, perceived ease of use and perceived usefulness have a significant influence on consumers' online purchase intention.

Keywords: *online purchase intention, Trust, Perceived ease of use, Perceived Usefulness*

INTRODUCTION

The advancement of technologies has led to people are more conveniently in searching products information, as well as online purchasing via Electronic Commerce (Ecommerce) (Kwek, Lau & Tan 2010). In recent years, people are starting to rely on the platform which to get others customer's past-purchasing experience before making a buying decision (Cheng, Gu & Shen 2018). In doing so they can able to purchase the quality products or services with reasonable prices from reviewing the recommendation and comments of the previous customers (Cheng, Gu & Shen 2018). The platform so-called social commerce that incorporates social media and e-commerce, aims to enhance the consumers' communication and interaction with the seller when processing the steps of purchasing and selling the products or services (Curty & Zhang 2011). There was prior research had been conducted on the subject of social commerce, however there still do not have a standard definition of social commerce. According to Sturiale & Scuderi (2013), social commerce is the Internet-based media that enables the consumers who consists of selling, purchasing and sharing the information of the products and service, as well as to make the comparison in term of products' price and quality in the online marketplace. Busalim, Hussin & Lahad (2018) points out, people can have their transaction via social media platform, for example purchasing products in Facebook and Instragram.

RESEARCH BACKGROUND

As the internet and Social Networking Sites (SNS) has grown rapidly, it attracts Millennials very active in social media. As Moreno et al. (2017) point out, Millennials generation was born in technology and internet world, which they started contacting technology from an early age, and they tend to connect themselves with social media and internet. Therefore, it has the potential in targeting Millennials generation for online purchasing through social commerce. According to Jacobsen & Barnes (2017), consumers who are Millennials are highly relying on digital and technology compare with the older generation, and most of the Millennials consumers will use social media as their reference during their online purchasing. In this situation, Millennials consumers believed the previous consumers' online purchasing experience, as they want to purchase the quality, durable of the products and acquire better post-purchase services from the sellers. The most active in using social media among Malaysian such as YouTube, Facebook and Instagram which have at least 70 percent of Malaysian using those platforms in 2018. As it is the result that social commerce can be work on Malaysian and it has the potential for spreading out the social commerce

platform to Malaysian for online purchasing. Social commerce is highly impact on consumers' purchase intention as some of the factors that impulse them for online purchasing (Makmor, Alam & Aziz 2018). The factors are trust, perceived ease of use and perceived usefulness that influence consumers' online purchase intention in social commerce.

PROBLEM STATEMENT

The growth of technology and the internet are beneficial to people for facilitating business organization, connecting people, devices as well as network together to share and receive information from each other. Therefore, E-commerce and social commerce is a derivative platform of the internet in which both of them are using the internet as the platform to implement the online transaction. However, some of the consumers complained about the trust and security issues, as they may feel insecure when accepting the deals from Social Commerce (Hajli et al. 2017; Othman, Hassan et al. 2019). This situation would be occurring as there is a lot of fraud in both social media and E-Commerce, for example, the consumers did not receive their products after payment or the products they ordered are unmatched with the samples. Besides, Social Commerce does not involve face-to-face transaction; it contains risk, and uncertainty in which there are no financial guarantees in social commerce (Yan, Zhong & Dou 2015). When there are more issues occurred in social commerce, such as delay receiving the products or unmatched product with samples, the consumers will complain and give the low rate to the particular sellers or company, it leads to others customers refuse purchasing the products when reviewing the bad comment in social media. As consumers' trust are broken towards the sellers or companies, it lead to decrease for their online purchase intention in Social Commerce. The study aims to understand the factors that influence consumers' online purchase intention among millennials in social commerce, which help to build up the consumers' confidence towards purchase intention in social commerce.

Research Questions

RQ1: Is the factor of trust influence consumers' purchase intention among millennials in social commerce in Malaysia?

RQ2: Is the factor of perceived ease of use influence consumers' purchase intention among millennials in social commerce in Malaysia?

RQ3: Is the factor of perceived usefulness influence consumers' purchase intention among millennials in social commerce in Malaysia?

Research Objectives

RO1: To examine the influence of trust on consumers' purchase intention among millennials in social commerce in Malaysia.

RO2: To identify the influence of perceived ease of use on consumers' purchase intention among millennials in social commerce in Malaysia

RO3: To determine the influence of perceived usefulness on consumers' purchase intention among millennials in social commerce in Malaysia

Research Hypotheses

H1: Trust has a positive influence on consumers' purchase intention among millennials in social commerce in Malaysia

H2: Perceived ease of use has a positive influence on consumers' purchase intention among millennials in social commerce in Malaysia

H3: Perceived usefulness has a positive influence on consumers' purchase intention among millennials in social commerce in Malaysia
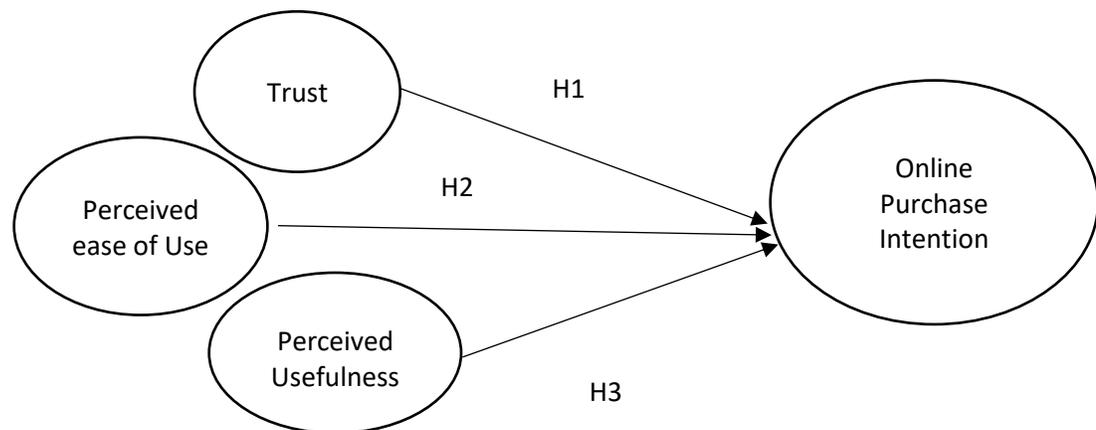
Conceptual Framework

Figure 1: Conceptual Framework

LITERATURE REVIEW

Millennials

The millennials are also known as Generation Y, which are the generation of young people. According to Moreno et al. (2017), millennials were born between 1980 and 2000, this generation was affected by the technologies and lead to them are more reliant on digital and internet in their daily lives. There is the prior research that has different consensus regarding the millennials' birth year. Twenge et al. (2010) point out this generation was born between 1982 and 1999, whereas Pinzaru et al. (2016) delimit that millennials were born between 1977 and 2000. The targeted of the study is the people who born between 1980 and 2000. The year ranged that mentioned are the year which starting to development of the technology in Malaysia. It corresponds to the characteristics of millennials in contacting the technology since they are grown up with technology. Millennials generation do things differently compared with other generation, such as they are able to take the risk in order to get the high return, they have the multitasking skill and more independent and confident in doing things (Islam et al. 2011). Millennials generation are flexible in doing things as they are more creative in thinking and they like to challenges themselves which it can arouse them to more active in decision making (Pinzaru et al. 2016). According to Ordun (2015), the generation of millennials was becoming the leading technology enthusiasts as they have are the social networking sites, have their own profile on social media as well as enthusiasm for using their phone to access the internet or send, and receive the text message. It shows the millennial generation is passion in using the technology compared with the other generation.

Consumers' online purchase intention (COPI)

According to Ajzen (1991), intention defined as the conscious effort of the consumers in which they choose to accept their behaviour. The intention will take place when someone or something motivates people. For example, people have the purchase intention when catching sight of the advertisement or being persuaded to purchase a product by friends. According to Pavlou (2003), purchase intention is the major contrast of Technology Acceptance Model (TAM), which allows the people to predict and utilize the system as well as technology. In Social Commerce perspective, online purchase intention mentioned as the intention of consumers to engage in online buying and selling products on Social Networking Sites (SNS) (Hajli et al. 2017). Purchase intention described as the people who are intended to make purchasing via online (Pavlou

2003). Online purchase intention is a process, which requires following some specific steps, for instance looking for the favourable products or services, referring to the review and experiencing from other customers, choosing the product and vendor, after that provide the information and finally order the products or services (Hajli et al. 2017).

Trust (T)

In a marketing aspect, trust is a major aspect of the transaction within the sellers and buyers, which involving social risk and uncertainty (Mayer et al. 1995). Trust is also defined as a key to interaction and remain critical for the companies in developing the relationship with the sellers (Ali 2011). Trust is being qualified as a vital element, which influences the successful relationship (Morgan & Hunt 1994). A trust exists in each party in every transaction in a market, no matter the transaction between the vendors to sellers or sellers to buyers. According to Hawes, Kenneth & Swan (1989), trust enables the buyers to have a high expectation to satisfy the exchange relationship. Othman et al. (2019) had divided the trust into three which for the sellers to possess in order to build and increase the trust among the consumers. Firstly, the ability of the sellers to have the capabilities to deliver the products or services based on consumer expectation. Secondly, the integrity of the sellers to produce the products or services and able to meet the requirement of consumers.

Relationship between trust and consumers' online purchase intention

Trust is one of the key variables affecting consumers' online purchase intention in social commerce, and it endorsed by some prior research. Tariq & Eddaoudi (2009) claim that trust directly effects on consumers' online purchase intention. Makmor, Alam & Aziz (2018) were conducted research in examining the relationship between trust and purchase intention. Delafrooz, Paim & Khatibi (2011) claimed that trust had the positive relationship with consumers' online purchase intention. Based on this situation, means that the consumers are prudently selecting the online purchasing platform they can trust to, which the platform can able to minimize the risk and uncertainty in the whole transaction process. Lack of trust leads to the consumers less activated in online purchasing on social commerce. There was prior research which proven that trust has a positive relationship with consumers' online purchase intention. For instance, Hajli et al. (2017) point out that trust has a significant positive relationship with purchase intention in social commerce. This study was conducted with 201 respondents as the samples and statistical analysis applied to the research in

order to prevent bias on the result. The more the consumers trust on the platform, the frequent the consumers engage in the online purchasing process. Apart from that, Othman et al. (2019) mentioned that trust has a positive relationship with purchase intention.

Perceived ease of use (PEOU)

Perceived ease of use described as the individual's belief that it would be effortless to use a particular technology or system (Davis 1989). According to Chui, Lin & Tang. (2005), perceived ease of use can be defined as how the consumers believe that social media or online website can help them to acquire more data with less effort. Radner & Rothschild (1975) point out effort is the people that allocate the limited resource for various activities, which they are responsible for. In the organization context, perceived ease of use described to the organizations believe that new technology is easy to learn, understand and apply (Featherman & Pavlou 2003). In E-commerce and social commerce contexts, the scope of ease of use includes the easy and convenient for order, functionality, better website navigation as well as accessible information (Reibstein 2002). People tend to online purchase in online commerce as the platforms provided them an efficient mobile payment and cashless payment is applied. The reason for the action is to provide convenience and easy ways to the consumers for payment as well as to enable them to have enjoyable online shipping in social commerce.

Relationship between perceived ease of use and consumers' online purchase intention

The studied of Lee & Lin (2005) claim that a consistent and better quality of website design will help to enhance the customers satisfaction and their purchase intention. On the contrary, if the consumers found it difficult to use the website in a social commerce platform, they tend to reduce their interest in online purchase intention (Pearson, Pearson & Green 2007). Therefore, the companies or sellers are necessary to be creative in designing the website interface, optimizing the complexity of the website page, function as well as information, in order to make more attraction for the website. There has the prior literature, which stated the relationship between perceived ease of use and consumers' online purchase intention. According to Sin, Nor & Al-Agaga (2012), perceived ease of use has a significant impact on online purchase intention via social media. This is because social media provided the simple and clear direction for the consumers to purchase. Apart from that, the convenience and

take less effort in purchasing the products on the websites are the keys to succeed in e-commerce and social commerce. As people tend to pursue less mental and physical effort when they are shopping and buying online, therefore it is possible to reduce the complexity of the website. Their consideration and expectation towards the sellers and website platform are to get the high quality of products and services and affordable price from the better reputation of the companies. Apart from that, the research of Rahman et al. (2014) and Hasan, Harun & Rashid (2015) proved that consumers tend to use the purchasing platforms that are easy to use and convenience to them. Therefore, both studies have a positive relationship between perceived ease of use and online purchase intention.

Perceived usefulness (PU)

Perceived usefulness is described, as the individual's belief in applying the technology will improve their performance in the job (Davis 1989). People believe that technology is helpful to them; therefore, they intend to utilize and apply the technology into their job (Juniwati 2014). For example, online purchase from the virtual stores in social commerce, compared with the face-to-face transaction from traditional stores, purchasing in virtual stores is more useful to the consumers as it provided the various choices and conveniences to them. In this situation, it can be contributed as perceived usefulness in which purchasing from the virtual stores (Moslehpour et al. 2018). In addition, the effortlessness of comparing two or more social commerce website is also can be a contribution of perceived usefulness (Barkhi & Wallace 2007). If a seller in social commerce has his/her own unique products, which other sellers do not have such products, by designing and packaging the products creatively and sales in the platform. It will catch consumers' attention and click the website to check the products information as well as they can able to differentiation the product's sales from the seller, compared to other sellers in the social commerce platform. Perceived usefulness is described, as the consumers believe that using the social commerce platform for online purchasing are useful to them in making the purchase decision by referring other's purchase experiences from the sellers. People will prefer to use the internet for online purchasing if they perceive that usefulness associated with the using the internet is greater than effort expected to use the internet (Sarika et al. 2016). Khayati & Zouaoui (2013) point out that perceived usefulness is referred to the consumers' perception in which they are reliant on the outcome of their or others' purchase experience.

Relationship of perceived usefulness with consumers' online purchase intention

As noted by Hew et al. (2016), perceived usefulness is one of the variables that would affect the intention of consumers to use mobile social commerce in Malaysia. Besides, the prior research proved that perceived usefulness leads to consumers' online purchase intention via social networking sites in Malaysia and claims that perceived usefulness has positive influences on consumers' online purchase intention (Sin, Nor & Al-Agaga 2012). The research was conducted by using probability sampling and distributed the questionnaire to 297 respondents. Reliability test was conducted in order to remove bias and produce consistent results. Consumers believe that the usefulness of social media to them in term of purchasing online because making online purchasing is available at all time and everywhere. Therefore, their intention to online purchase would get increasing compared to purchase in the brick-and-mortar shop. For now, millennials perceived that purchase in brick-and-mortar shop is not an efficient way to acquire the products, but purchasing in social commerce leads to them ordering their interesting products for a short period of time. When consumers' perceived usefulness is strong and leads to the enhancing of their online purchase intention in Malaysia (Rahman, Khan & Islam 2013). According to Sin, Nor & Al-Agaga (2012) suggested that the sellers who currently operating a brick-and-mortar shop, they can move their business to online selling such as selling in social commerce website, it helps to save the rental fees and at the same time products price decreasing. The convenience platform for online purchasing and lower price of products help to enhance the consumers' online purchase intention.

RESEARCH METHODOLOGY

Research Design

According to Kothari (1985), the research design is a blueprint used to collect data, measure and analyse of data. It used to gather and collect the data that relevant to a particular topic, by using less effort, cost and time.There have several elements that need to include in research design such as a clear problem statement, procedures and data collection tools, target population and method used for 14analysing data. Descriptive study is applied to this research in which it helps to explain the characteristics of the independent variables that impact on the particular phenomenon. As this study requires a large scale survey research, therefore quantitative research was used in this research.

Descriptive Research

Descriptive research is applied to answer what, who, where, when and how of an issue. Under descriptive research, survey and questionnaire are used for collecting the primary data in this study (Kothari 1985). By using the descriptive research into this research, it helps to evaluate the influences of trust, perceived ease of use and perceived usefulness towards the millennials consumers' online purchase intention as well as the significant relationship between them in social commerce website in Malaysia.

Quantitative Research

This research needs a wide-scale of samples so that quantitative research is applied to this research. Besides, the aim of using quantitative research in the study is to deeply understand the factors on consumers' online purchase intention of millennials that influenced by trust, perceived ease of use and perceived usefulness in social commerce. This research is to collect numerical data from a wide-scale of respondents. Therefore, the data that already collected will be then using SPSS software to analysis and convert the data into useful and meaningful information. Due to quantitative research generates numerical data, it is suitable to use SPSS software for analysis.

Sampling Population

In this research, the target population is the respondents who born in between 1980 and 2000, which is currently above 19 years old and below 39 years old, nationality must be Malaysian because it is the range of the research is in Malaysia. The sample is a subset of the population Based on Table 3.1, the sample size in the study will be minimum 384 respondents by using 5% margin of error, as the Malaysian target population over 1 million (Saunders, Lewis & Thornhill 2016). Therefore, there is 384 respondents are chosen as the sample of this research from a large scale of population. Any genders can also be one of the respondents, as long as he/she is Malaysian and the age range is between 19 to 39 years old. 'n' is indicated as the symbol of the sample size.

Sampling Technique

In this study, simple random sampling will use to distribute the questionnaire to the respondents. Simple random sampling is also known as probability sampling which every population has an equal opportunity to become the samples (Kothari 1985). By doing so, it helps to remove the bias in which all of the population has the probability of being chosen as samples. Furthermore,

convenience sampling is also using for the study. Convenience sampling is the non-probability sampling which data collection from samples of population who are conveniently available. These types of sampling help to cover the large scale of survey rapidly and save costs. The survey questionnaire will distribute to minimum 384 respondents by using these two types of the sampling method.

Data Collection Method

The method of data collection used to the study is the survey questionnaire. Google Form is using to create the survey questionnaire as it is easy to 16analyse and edit. When typing the questions and description, the researcher needs to select the type of questions. For example, the linear scale is using in this research. After editing the questions by using Google Form, the questionnaire is distributing to the respondents. The researcher can just copy the link of the questionnaire, paste the link and send it to the respondents through online platforms such as WhatsApp, Facebook, e-mail and Course Networking (CN). When there are sufficient respondents, then it can proceed to the data analysis part. Secondary data means the data that someone else has already gathered and the data already generated into the useful information (Kothari 1985).

Scales of Measurement

Nominal scale is to identify and measure respondents demographic. To group or categories respondents based on their gender, age, nationality and other two questions are related to their using of social media and experiences of online purchasing. Apart from demographic questions, the remaining parts of questions are adopting the 5-point Likert scale. Likert scale is described as the item analysis approach in which the respondents evaluated the score of the particular item, the score can be higher and also can be lower (Kothari 1985). Likert scale does not exist right or wrong answers, all of the evaluation is based on the respondents' thinking, experience and opinion toward the particular issues. The selections are 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree. After submitting the survey questionnaire, it can be starting to analyse the data and convert the data into information through SPSS software.

DATA ANALYSIS

Data analysis used to code and process the data, it is implemented after completing the data collection. During the process of data analysis, there is necessary to conduct the analysis with SPSS software. The analysis needs to be conducted includes descriptive analysis, normality test, reliability test, correlation analysis and regression analysis.

Normality Test

The aim of the normality test is to determine whether the data sets are normally distributed or not. Ghasemi & Zahediasi (2012) claim that the researchers can able to conduct a normality test by using SPSS software. In order to test the normally distributed of the data sets, two elements are being used into the normality test, which included skewness and kurtosis. According to Kline (2005), the statistical value of skewness should between -3 and 3, whereas the value of kurtosis should between -10 and 10. It is an acceptance if the statistical value of the skewness and kurtosis are within the range, and means that the data set are normally distributed.

Reliability Test

Reliability test was conducted to the research which helps to determine the consistent and stable of the result (Heale & Twycross 2015). If the researchers repeatedly getting the approximated result in a test, therefore the test is considered as consistent, stable and reliable. According to Heale & Twycross (2015), Cronbach's Alpha is frequently used by the researchers to identify the internal stability of the variables. The Cronbach's Alpha result is always within 0 and 1, in addition the acceptance of reliability value must greater than 0.7 (Nunnally & Bernstein 1994 ; Heale & Twycross 2015).

Correlation Analysis

Pearson's correlation coefficient (r) will conduct in this research in order to determine the relationship between consumers' online purchase intention and the factors of trust, perceived ease of use and perceived usefulness. According to Hauke & Kossowski (2011), Pearson's correlation coefficient is conducted to evaluate the strength of the linear relationship between dependent and independent variables. In the analysis of Pearson's correlation coefficient, there are three results will be occurred, which includes the positive, negative or linear relationship between the variables. According to Adler & Parmryd (2010), the value of Pearson's correlation coefficient is within the range of -1 and 1. The value of -1 indicated a negative association, the value of 1 indicated a positive association whereas the value of 0 indicated the variables are none associated with each other. According to McShane et al. (2019), if the p-value is less than 0.05, then the researchers can able to reject the null hypothesis. If the p-value is more than 0.05, then the researchers do not reject the null hypothesis. If the p-value result is not more than 0.05, it indicates as a statistically significance.

Regression Analysis

According to Gogtay, Deshpande & Thatte (2017), Regression analysis is used to identify the relationship between the dependent variable and independent variables, and how the independents variables will influence the dependent variable. In regression analysis, the researchers will determine whether the independent variables have a significant influence on the dependent variable or not, by referring to R-Square (R2) value and beta coefficient (β). According to Burns & Bush (2014), the result of R2 value is ranged between 0 and 1. When R2 value is close to 1, it means that the independent variable has a high influence on the dependent variable. Whereas if R2 value is close to 0, it means that the independent variable has no significant impact on the dependent variable. In regression analysis, the result of beta (β) coefficient can be either positive or negative value, both values will examine the relationship between the dependent variable and independent variable (Swanson & Holton 2005). If the significance level is more than 0.05, therefore it was difficult to relate together with the dependent variable and independent variable. If the significance level is less than 0.05 with a positive value, it indicated a good relationship between the dependent variable and independent variable. In contrast, if the beta coefficient value is negative, therefore there was none relationship between the variables.

RESULTS, FINDINGS AND DISCUSSION

Descriptive Analysis

The survey questionnaire was distributed to 395 respondents, 387 respondents are valid. There have 8 participants who failed to meet the requirement, therefore their data would be indicated as invalid. Male respondents who participated in the survey consist of 219 (56.6%). Whereas the female respondents who participated in the survey consist of 168 (43.4%). In this study, the age of the respondents must within 19 to 39 years old. The majority age of the respondents are the group that within 19 to 23 years old, consists of 187 (48.3%). The second group of respondents are within 24 to 28 years old and the third group of respondents are within 29 to 33 years old, these two groups respective consisted of 144 (37.2%) and 56 (14.5%).There were 387 respondents are Malaysian, social media users and ever purchase the product through social media.

Normality Test

In a research the skewness value, the range is between -1.630 and -1.265, which means that -1.265 was the highest skewness value and -1.630 was the lowest skewness value in this study. The results of kurtosis in which the range is

between 0.804 and 2.256, which means that 2.256 was the highest kurtosis value and 0.804 was the lowest kurtosis value in this study. In this situation, both skewness and kurtosis are within the range of -3 and 3, as well as -10 and 10. Therefore, in this research, the overall data are normally distributed.

Reliability Test

Cronbach's Alpha was used in this research to analyse the value of all variables. As mentioned, all of the variables' value needs more than 0.70, then only indicated as an acceptable value. From Table 1, it showed the Cronbach's Alpha of both dependent variable and independents variables is 0.936, means that it was highly correlated and reliable. For the Cronbach's Alpha of the dependent variable and each independent variable, the ranges are between 0.733 and 0.811. For the result, none of the variables are below the value of 0.7, therefore this research produced the results that are reliable and acceptable.

Table 1: Result of Reliability Test

Items	Cronbach's Alpha	Number of Items
Overall Variables	0.936	20
Consumers' Online Purchase Intention (COPI)	0.779	5
Trust (T)	0.733	5
Perceived Ease of Use (PEOU)	0.808	5
Perceived Usefulness (PU)	0.811	5

Correlation Analysis

For this research, Pearson's correlation coefficient was conducted to find out the relationship between consumers' online purchase intention and the independents variables, in which the variables include trust, perceived ease of use and perceived usefulness. The p-value of all independent variables in this study were less than 0.05, therefore both of them are indicated as statistically

significant. The consumers' online purchase intention and trust have a positive linear relationship (r= 0.785, n= 387, p<0.05).

Table 2: Result of Pearson Correlation

		Consumers' Online Purchase Intention	Trust	Perceived Ease of Use	Perceived Usefulness
Consumers' Online Purchase	Pearson Correlation	1	.785**	.802**	.805**
Intention	Sig. (2-tailed)		.000	.000	.000
	N	387	387	387	387
Trust	Pearson Correlation	.785**	1	.755**	.798**
	Sig. (2-tailed)	.000		.000	.000
	N	387	387	387	387
Perceived Ease of Use	Pearson Correlation	.802**	.755**	1	.800**
	Sig. (2-tailed)	.000	.000		.000
	N	387	387	387	387
Perceived Usefulness	Pearson Correlation	.805**	.798**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	387	387	387	387

**. Correlation is significant at the 0.01 level (2-tailed).

There is a positive correlation between consumers' online purchase intention and perceived ease of use (r= 0.802, n= 387, p<0.05). The study of Moslehpour et al. (2018) supported the result in which it was verifying the consumers can be encouraged to make the purchase when they perceived the shopping sites are easy to use and no complexity. In short, the consumers' online purchase intention and perceived ease of use were correlated in this study. The perceived

usefulness had also the same result with the independents variables above, in which it had a positive correlation with consumers' online purchase intention (r= 0.805, n= 387, p<0.05). According to Cheng & Yee (2014), university students would first consider the online shopping platform that is useful to them. Both Lee, Kim & Fiore (2006) and Rahman et al. (2014) supported the results of perceived usefulness in this research in which Malaysian perceived that online shopping is more effective and efficient than shopping in a brick-and-mortar shop. In short, the consumers' online purchase intention and perceived usefulness were correlated in this study.

Regression Analysis

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.862[a]	.743	.741	.41020	.743	368.426	3	383	.000	2.112

a. Predictors: (Constant), Perceived Usefulness, Trust, Perceived Ease of Use

b. Dependent Variable: Consumers' Online Purchase Intention

The model summary used to examine how strong of the dependent variable (consumers' online purchase intention) is. In Table 4, the value of R Square is 0.743 and converted it into 74.3%. In this situation, the independent variables such as trust, perceived ease of use and perceived usefulness could only contributed 74.3% of consumers' online purchase intention.

Table 4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	185.976	3	61.992	368.426	.000[b]
	Residual	64.444	383	.168		
	Total					
1		250.420	386			

a. Dependent Variable: Consumers' Online Purchase Intention

b. Predictors: (Constant), Perceived Usefulness, Trust, Perceived Ease of Use

In the result of regression equation, which was (F (3,383) = 368.426, p<0.05). As the result shows p-value was not more than 0.05, it means that the framework and regression model are adequately fit to the analysis.

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.285	.117		2.427	.016
	Trust	.294	.048	.281	6.184	.000
Perceived Ease of Use		.337	.044	.348	7.637	.000
	Perceived Usefulness	.297	.049	.302	6.075	.000

a. Dependent Variable: Consumers' Online Purchase Intention

From Table 5, it examined the impact of the independent variables on the dependent variable. For the first independent variable, the beta value of trust was 0.281 and p-value was less than 0.05. In this situation, trust has a positive significant impact on consumers' online purchase intention and thus H1 was not rejected. For the second independent variable which is perceived ease of use, the beta value was 0.348 and p-value was less than 0.05. In this situation, perceived ease of use has a significant influence on consumers' online purchase intention and thus H2 was failed to reject. For the last independent variable, which is perceived usefulness, the beta value was 0.302 and p-value was less than 0.05. In this situation, perceived usefulness has a positive influence on consumers' online purchase intention and thus H3 was no rejected. In overall, the highest beta value in this research was 0.348, perceived ease of use, comparing with the others independent variable, such as trust and perceived usefulness, the beta value was 0.281 and 0.302 respectively. Thus, perceived ease of use has the largest influences on consumers' online purchase intention in Malaysia. However, trust and perceived usefulness have also a positive impact on consumers' online purchase intention since the beta value of three independent variables were not many differences.

CONCLUSION AND RECOMMENDATION

As millennials are the people who have a higher potential in purchasing online in social commerce, thus identifying the factors of their online purchase intention, it can help the sellers to target them and re-enhance the consumers' confidence toward the online purchasing in social commerce. There are three objectives of this study which are to determine what are the factors will influence consumers' online purchase intention, which the factors included trust, perceived ease of use and perceived usefulness. Therefore, the dependent variable is consumers' online purchase intention, whereas trust, perceived ease of use and perceived usefulness are the independent variables in this research. In this research, it provided insight for consumers' online purchase intention and its influences. The results enable the sellers to focus on the factors that will stimulate the online purchase intention of the consumers in social commerce. There were some decision would be suggested in order to gain back the confidence from the consumers towards social commerce and online purchasing as well as to ensure the sellers to meet the requirement of consumers. First of all, the vendors or sellers in social commerce needs to avoid fraud all the time. This is because the consumers' trust would lose once it was a fraud on them. The result of the study stated that trust has a significant impact on consumers' online purchase intention. In order to enhance the consumers' trust, the sellers should deliver the products on time, and make sure all the consumers' private and personal information is not revealed. The sellers need to encourage the buyers and users sharing their feedback and review after purchasing the products in social commerce platform. By doing so, the sellers can able to make the adjustment or improvement based on review and feedback given. If the consumers aware of the seller's changes or improves, it helped to enhance the consumers' trust because the sellers are finding a suitable way to meet the consumers' requirement and satisfaction. When the trust is gradually increasing, it means that the consumers' online purchase intention will also get higher. The second factor was perceived ease of use, this factor has the highest effect on consumers' online purchase intention. The sellers or vendors should design a clean and simple website. People tend to pursue a purchase platform that is easy to learn and use, has a clear direction and function as well as convenience. The sellers can be conducting the activity in social media, which guides the users on how to use in term of searching and purchasing the products. By doing so, it not only provided a clear direction to the users in term of online purchasing but only helped to build trust among the users and increased the sales. The third factor was the perceived usefulness. The sellers need to first provide value to the

consumers, then only can able to attract the consumers to purchase the products from the sellers. For example, the features of the purchasing website must have the keywords of searching in which allow the users to rapidly acquire the information about the products. It is vital of the website features as if the features of the websites are not helpful and useful to them, it leads to the decreasing of their purchasing interests and the switch the selection of purchasing the product to the competitors.

There were few limitations occurred in this study, it could enable the researchers to solve the limitation for the future. First, the limitation of this study is the distribution for the survey questionnaire, mostly are the respondents in Klang Valley and Ipoh. This study aims to the whole Malaysian, but the respondents that distributed mostly are these two cities. There are only 387 respondents in this study, therefore the researchers in future can able to enlarge the respondents amount For future research, the researchers need to spread each of the city in Malaysia such as Penang, Kedah and other states in Malaysia, at the same time increase the respondents amount for distribution the questionnaire. Apart from that, the way for distributing the survey questionnaire was just through the online method. This is because there are higher chances of the invalid data by distributing the survey through online as some respondents may not understand the topic clearly. Therefore, the research can try to another way of distribution in order to make the data more reliable and valid, such as a face-to-face survey. On the other hand, this study only focused on the three factors that influence consumers' online purchase intention. It could be one of the limitations as there may have others factor that can influence the dependent variable. By exploring the other factors, the researchers can able to understand more detail that can influence the dependent variable, other than the three factors. For example, the researchers can explore the factors of security, in order to determine whether there was an influence on consumers' online purchase intention or not.

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