

SOCIAL COMMERCE GOVERNANCE AND CONSUMER TRUST: A CAPABILITY MODEL FOR MICROENTERPRISE CONTENT, TRANSACTIONS, AND RELATIONSHIP QUALITY

Nida Garnida Fitrianti¹, Maya Ariyanti²

¹Yayasan Kreatif Indonesia Emas, Bandung, Indonesia

²Telkom University, Bandung, Indonesia

Email: ¹nidafitrianti@gmail.com; ²ariyanti@telkomuniversity.ac.id

Abstract

This conceptual and integrative review develops a framework for responsible social commerce in micro, small, and medium enterprises. It addresses the problem that microenterprises rely on social platforms for discovery and sales but may struggle with transparent claims, consistent service, secure transactions, and dependence on rapidly changing platform rules. Drawing on the resource-based view, dynamic capabilities, organizational learning, absorptive capacity, social capital, and resilience, the paper explains how responsible content practice, transparent transaction terms, responsive conversation, multi-platform relationship records, trust-repair learning can be organized as mutually reinforcing routines. The proposed pathway moves from problem diagnosis and capability mapping to bounded experimentation, evidence review, resource reconfiguration, and learning retention. No primary survey, interview, experimental, administrative, or statistical data are claimed. The framework links these mechanisms to consumer understanding, transaction confidence, relationship quality, repeat engagement, commercial resilience and identifies managerial, institutional, and research implications suitable for resource-constrained enterprises.

Keywords: social commerce; consumer trust; microenterprises; relationship quality; platform governance

INTRODUCTION

For social-commerce microenterprises, consumer trust has strategic meaning when multi-platform relationship records reduces dependence on a single decision path or organizational actor. Regarding problem definition, responsible content practice establishes a disciplined starting point for responsible social commerce. This interpretation highlights that consumer understanding depends on information that is relevant to the focal decision.

A relationship-marketing perspective suggests that transaction confidence requires responsibilities and review intervals that employees understand. The argument is especially relevant to problem definition, since multi-platform relationship records reduces dependence on a single decision path or organizational actor. It follows that repeat engagement improves when alternatives are compared before resources are committed.

Platform access alone is insufficient: the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal. Consideration of problem definition also demonstrates that transaction confidence requires responsibilities and review intervals that employees understand. Responsible engagement therefore depends on the fact that proportionate documentation helps small organizations learn without reproducing large-firm bureaucracy.

THEORETICAL FOUNDATION

For social-commerce microenterprises, consumer trust has strategic meaning when multi-platform relationship records reduces dependence on a single decision path or organizational actor. Regarding theoretical explanation, repeat engagement improves when alternatives are compared before resources are committed. This interpretation highlights that a predetermined stop condition protects continuity when an initiative no longer justifies its exposure.

A relationship-marketing perspective suggests that transaction confidence requires responsibilities and review intervals that employees understand. The argument is especially relevant to theoretical explanation, since proportionate documentation helps small organizations learn without reproducing large-firm bureaucracy. It follows that responsible content practice establishes a disciplined starting point for responsible social commerce.

Platform access alone is insufficient: the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal. Consideration of theoretical explanation also demonstrates that short feedback cycles make correction less costly and reveal weak assumptions earlier. Responsible engagement therefore depends on the fact that multi-platform relationship records reduces dependence on a single decision path or organizational actor.

The practical constraints of social selling matter because external partners add value only when their knowledge is interpreted and adapted locally. In the context of theoretical explanation, the use of transparent transaction terms converts broad intentions into observable operating choices. A proportionate response recognizes that transaction confidence requires responsibilities and review intervals that employees understand.

For social-commerce microenterprises, consumer trust has strategic meaning when ethical responsibility remains with identifiable people even when technology or partners support the work. Regarding theoretical explanation, trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson. This interpretation highlights that the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal.

Platform access alone is insufficient: relationship quality is strengthened when affected parties can question assumptions and explain exceptions. Consideration of theoretical explanation also demonstrates that a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. Responsible engagement therefore depends on the fact that multi-platform relationship records reduces dependence on a single decision path or organizational actor.

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For social-commerce microenterprises, consumer trust has strategic meaning when ethical responsibility remains with identifiable people even when technology or partners support the work. Regarding theoretical explanation, consumer understanding depends on information that is relevant to the focal decision. This interpretation highlights that proportionate documentation helps small organizations learn without reproducing large-firm bureaucracy.

CONCEPTUAL ARCHITECTURE

A relationship-marketing perspective suggests that consumer understanding depends on information that is relevant to the focal decision. The argument is especially relevant to conceptual design, since proportionate documentation helps small organizations learn without reproducing large-firm bureaucracy. It follows that responsive conversation connects specialist knowledge with accountable managerial judgment.

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A relationship-marketing perspective suggests that the use of transparent transaction terms converts broad intentions into observable operating choices. The argument is especially relevant to conceptual design, since relationship quality is strengthened when affected parties can question assumptions and explain exceptions. It follows that short feedback cycles make correction less costly and reveal weak assumptions earlier.

The practical constraints of social selling matter because resource scarcity makes selective experimentation more credible than organization-wide transformation. In the context of conceptual design, responsive conversation connects specialist knowledge with accountable managerial judgment. A proportionate response recognizes that resource scarcity makes selective experimentation more credible than organization-wide transformation.

For social-commerce microenterprises, consumer trust has strategic meaning when short feedback cycles make correction less costly and reveal weak assumptions earlier. Regarding conceptual design, transaction confidence requires responsibilities and review intervals that employees understand. This interpretation highlights that short feedback cycles make correction less costly and reveal weak assumptions earlier.

A relationship-marketing perspective suggests that responsive conversation connects specialist knowledge with accountable managerial judgment. The argument is especially relevant to conceptual design, since resource scarcity makes selective experimentation more credible than organization-wide transformation. It follows that responsive conversation connects specialist knowledge with accountable managerial judgment.

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CAPABILITY DEVELOPMENT

Platform access alone is insufficient: relationship quality is strengthened when affected parties can question assumptions and explain exceptions. Consideration of capability formation also demonstrates that short feedback cycles make correction less costly and reveal weak assumptions earlier. Responsible engagement therefore depends on the fact that relationship quality is strengthened when affected parties can question assumptions and explain exceptions.

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For social-commerce microenterprises, consumer trust has strategic meaning when a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. Regarding capability formation, trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson. This interpretation highlights that a predetermined stop condition protects continuity when an initiative no longer justifies its exposure.

A relationship-marketing perspective suggests that responsible content practice establishes a disciplined starting point for responsible social commerce. The argument is especially relevant to capability formation,

since relationship quality is strengthened when affected parties can question assumptions and explain exceptions. It follows that responsible content practice establishes a disciplined starting point for responsible social commerce.

Platform access alone is insufficient: multi-platform relationship records reduces dependence on a single decision path or organizational actor. Consideration of capability formation also demonstrates that resource scarcity makes selective experimentation more credible than organization-wide transformation. Responsible engagement therefore depends on the fact that multi-platform relationship records reduces dependence on a single decision path or organizational actor.

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Platform access alone is insufficient: consumer understanding depends on information that is relevant to the focal decision. Consideration of capability formation also demonstrates that ethical responsibility remains with identifiable people even when technology or partners support the work. Responsible engagement therefore depends on the fact that the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal.

The practical constraints of social selling matter because the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal. In the context of capability formation, multi-platform relationship records reduces dependence on a single decision path or organizational actor. A proportionate response recognizes that a predetermined stop condition protects continuity when an initiative no longer justifies its exposure.

For social-commerce microenterprises, consumer trust has strategic meaning when a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. Regarding capability formation, relationship quality is strengthened when affected parties can question assumptions and explain exceptions. This interpretation highlights that the use of transparent transaction terms converts broad intentions into observable operating choices.

IMPLEMENTATION PATHWAY

The practical constraints of social selling matter because the pursuit of commercial resilience develops through repeated sensing, bounded action, evaluation, and renewal. In the context of implementation sequencing, the use of transparent transaction terms converts broad intentions into observable operating choices. A proportionate response recognizes that external partners add value only when their knowledge is interpreted and adapted locally.

For social-commerce microenterprises, consumer trust has strategic meaning when external partners add value only when their knowledge is interpreted and adapted locally. Regarding implementation sequencing, trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson. This interpretation highlights that ethical responsibility remains with identifiable people even when technology or partners support the work.

A relationship-marketing perspective suggests that ethical responsibility remains with identifiable people even when technology or partners support the work. The argument is especially relevant to implementation sequencing, since relationship quality is strengthened when affected parties can question assumptions and

explain exceptions. It follows that responsive conversation connects specialist knowledge with accountable managerial judgment.

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The practical constraints of social selling matter because consumer understanding depends on information that is relevant to the focal decision. In the context of implementation sequencing, a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. A proportionate response recognizes that repeat engagement improves when alternatives are compared before resources are committed.

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GOVERNANCE AND RISK

For social-commerce microenterprises, consumer trust has strategic meaning when proportionate documentation helps small organizations learn without reproducing large-firm bureaucracy. Regarding governance safeguards, trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson. This interpretation highlights that the use of transparent transaction terms converts broad intentions into observable operating choices.

A relationship-marketing perspective suggests that short feedback cycles make correction less costly and reveal weak assumptions earlier. The argument is especially relevant to governance safeguards, since relationship quality is strengthened when affected parties can question assumptions and explain exceptions. It follows that trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson.

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PERFORMANCE AND LEARNING

A relationship-marketing perspective suggests that a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. The argument is especially relevant to performance interpretation, since relationship quality is strengthened when affected parties can question assumptions and explain exceptions. It follows that transaction confidence requires responsibilities and review intervals that employees understand.

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MANAGERIAL AND POLICY IMPLICATIONS

Platform access alone is insufficient: ethical responsibility remains with identifiable people even when technology or partners support the work. Consideration of managerial and institutional implications also

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A relationship-marketing perspective suggests that repeat engagement improves when alternatives are compared before resources are committed. The argument is especially relevant to managerial and institutional implications, since multi-platform relationship records reduces dependence on a single decision path or organizational actor. It follows that trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson.

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RESEARCH AGENDA AND CONCLUSION

The practical constraints of social selling matter because the use of transparent transaction terms converts broad intentions into observable operating choices. In the context of future research and conclusion, a predetermined stop condition protects continuity when an initiative no longer justifies its exposure. A proportionate response recognizes that responsible content practice establishes a disciplined starting point for responsible social commerce.

For social-commerce microenterprises, consumer trust has strategic meaning when trust-repair learning allows experience to alter later routines instead of remaining an isolated lesson. Regarding future research and conclusion, responsible content practice establishes a disciplined starting point for responsible social

commerce. This interpretation highlights that multi-platform relationship records reduces dependence on a single decision path or organizational actor.

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